



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLIX. NEW YORK, OCTOBER 5, 1904.

NO. 1.

Millions Wasted in "General Publicity"

Mr. "General Publicity" Advertiser:

To begin with, we will admit that you have selected absolutely the very best medium or list of mediums in the United States for your advertising. Now, the matter of mediums being settled, how do you know that your *copy* is right?

It is universally conceded that no one, no matter how experienced, can predict in advance what any particular line of copy will do. We know from actual experience that a certain kind of copy has cost an advertiser \$15 per inquiry, and another kind of copy, costing the same amount of money and in the same list of mediums, brought the cost of inquiries down to \$1.25. ARE YOU USING THE \$15 OR THE \$1.25 BRAND OF COPY?

If you are a "General Publicity" advertiser, going it blindly, trusting to Providence and the circulation liar for results,

You Do Not Know

whether you are using the \$15 or \$1.25 kind of copy.

THE WOMAN'S MAGAZINE, of St. Louis, has, *through advertising*, accomplished in less than five years what it has taken other concerns thirty years to accomplish. Surely their experience and thoughts on advertising are worth a 2-cent stamp. Write us and we will send you some literature and facts that may be worth thousands of dollars to you in the next twelve months.

Please address Advertising Department

THE WOMAN'S MAGAZINE

(Largest Circulation in the World.)

ST. LOUIS, - - - MISSOURI.

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—make it

**THE BEST BY ANY TEST . . .
TO REACH FAMILY DOCTORS.**

Chicago Pharmacal Co.

141 Kinzie Street.

Chicago, Sept. 5, 1904.

J. E. Lawrence, M. D.,
New York.

Dear Doctor:

The Medical Brief is one of the few Medical journals where advertising yields us a direct profit on money expended. All advertising may be good, some better than others. The Medical Brief is among the best.

Very truly yours,

Chicago Pharmacal Co.

W.B.T.

W.B. Taylor

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of this
and tell their own story . . .

Sample copy and rates for the asking.

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Masonic Temple, Chicago, Ill.
Auckland House, Basinghall Avenue, London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIX.

NEW YORK, OCTOBER 5, 1904.

No. 1.

THE VALUABLE WANT AD.

A STORY DEDICATED BY THE EDITOR OF PRINTERS' INK TO THE PUBLISHERS OF WANT AD MEDIUMS.

ITS PART IN THE ECONOMY OF A DAILY PAPER—BESTOWED LARGELY BY THE "WILL OF THE PEOPLE," IT DENOTES A HIGH DEGREE OF ADVERTISING VALUE—CHARACTERISTICS OF THE WANT AD MEDIUMS IN LEADING CITIES.

The Little Schoolmaster was first to point out, some years ago, how close the want ads in a newspaper come to the hearts of the people. All the humdrum affairs of life are reflected in them, with much of the comedy and tragedy of everyday existence.

Classified advertising is also close to the heart of the newspaper publisher. Want ads bring dollars, for one thing. An individual "liner" is a matter of pennies, usually, but in the aggregate classified advertising runs into millions. Perhaps one-fourth of the total newspaper advertising expenditure in the United States is classified. Want ads also increase circulation, for the man who inserted an ad buys a copy of the paper, and at least two other men buy copies to read what he has inserted. Classified advertising, furthermore, increases the advertising value of a newspaper in a ratio so direct that every experienced advertiser counts classified business as a factor in selecting mediums.

The appearance of a large volume of want ads in a newspaper year after year may represent activity on the part of the publisher and his Mercury-heeled young men. But there is no instance in newspaper history where activity

alone has secured supremacy in this field. Solicitors may be energetic and rates may be low, yet there remains a certain element of popular will that throws the bulk of the classified business to the most deserving paper. The people are always right in classified advertising, as in elections. A large volume of want business is a popular vote for the newspaper in which it appears. This fact becomes strange to the point of being occult when one considers the kind of advertisers who use the want columns. The man or woman inserting a want ad is seldom an experienced advertiser, selecting mediums by circulation or quality of circulation. Upon the average, the want advertiser may resort to newspaper publicity but once in two or three years. Yet this class unmistakably points the way to the best medium in each community, and to follow it is to be right in larger advertising operations.

A popular want ad medium is continually being assailed by numbers of rivals who will spend money more freely to carry off its business. Hundreds of thousands of dollars have been spent in New York City to divert the classified advertising of the *Herald*, which never solicits advertising, and gets the highest rate in the city. Far from making an impression on the *Herald* want columns, however, the mass but appears to grow under attack. The situation is probably duplicated in every city in the country where there are two or more daily papers. Another phase curious to consider is that while some papers may be excellent want mediums in restricted lines, as for financial announcements,

low-priced real estate, etc., according to the character of the paper, the true want ad medium is good for all classifications and seems to reach all sorts of readers. There is no separation of classes or masses discernible in the want ad columns of the real classified medium, but the whole people are represented completely.

Every line of advertising in the greatest advertising medium, the *New York Herald*, is classified. But the mass of want advertising proper in its pages on Sunday is greater than the total advertising showing made by many other newspapers. An average Sunday issue frequently contains in excess of 200 columns of want ads, or thirty pages. This enumeration includes real estate, financial and similar classifications, but the mass of characteristic "want" business often reaches fifty columns, and the conditions imposed in making up so vast a volume of advertising require an index to the columns. Without it the want ads in the *Herald* would be an unwieldy waste of small announcements. No paper in New York is a good second to the *Herald* on Sunday classified business, though the Sunday *World* frequently carries from seventy-five to 100 columns of this business. On weekdays the *Herald* and *Telegram* lead, with the *World* a close second. Other papers have an important representation of real estate or financial advertising, but these three carry the true "wants" in the metropolis. To find a paper in their class one must cross the bridges to Brooklyn, where the *Eagle* has a showing that places it among the great classified mediums of the country. New York is perhaps the only city in the world where there are advertising agencies that regularly solicit classified want business. In addition to maintaining numerous branch offices where liner announcements are received for any New York paper, these agencies send out their own solicitors every day to manufacturers in the clothing and manufacturing districts, the constant changes in their forces of employees, making them regular

users of classified space. The department stores are also large advertisers under "Help Wanted," and lately two or three of the New York papers seeking classified business have established a separate classification of "Department Store Help Wanted." On some days it runs over a column.

In Chicago the want advertising centers in the *Daily News*, *Tribune* and *Record-Herald*. It is said that Victor F. Lawson, of the Chicago *News*, was the first publisher to recognize that want ads are a species of news in themselves. He installed a system for telephoning them in to his paper from dozens of remote branch offices about the city. This method is now universal. The latest improvement upon it was made some weeks ago by the *Evening Journal*, of Wilmington, Del., which has utilized the coin telephones in that city. Persons wishing to advertise in the *Journal* simply call telephone 33 and drop a quarter into the slot, telephoning their copy. In bulk the want ads carried by the Chicago *Daily News* compare well with those in the *New York Herald*, and it is probably entitled to second place among the papers of this country in classified advertising. The *News* is noted for extreme care in excluding objectionable ads. No advertiser for help is permitted to ask a cash deposit from applicants, for example, and advertisements of women's hospitals, doctors treating women's diseases, clairvoyants, bath parlors, etc., are excluded, as well as the announcements of every person in certain classifications who is known to be dishonest in business transactions. The result of this strict policy is a fine confidence in the paper. The *Daily News's* scope of classifications is very wide, and it has developed departments in the want ads not touched by other papers. In soliciting, a specialty is made of rummaging every quarter of Chicago for obscure lines of business that can be benefited by want ads. Five hundred branch offices in Chicago receive *News* want ads, and ten telephones are used at the office of the paper to take them, as

(Continued on page 6.)

The Saturday Evening Post

has not only a larger paid circulation than any other weekly magazine, but the kind of circulation that makes its advertising profitable. Every reader pays the full price, uninfluenced by a premium or gift of any sort.

Its advertisers pay the full price for its space. They fill our columns and pay the price, because it's profitable to do so. No trade propositions are entertained.

Our representatives are helpful with experience and advice as to copy and ideas. For many years past they have helped in successful campaigns. Send for Mr. E. W. Spaulding, No. 1 Madison Ave., New York; Mr. E. W. Hazen, 508 Home Insurance Building, Chicago, or Mr. A. B. Hitchcock, Barristers' Hall, Boston.

The Curtis Publishing Company
PHILADELPHIA, PA.

many as 1,000 being sent in this way some days.

The Chicago *Record-Herald* has several unique features in connection with its want columns that do not appear to be in use elsewhere. Coupon books are sold in denominations of \$5, \$10 and \$25, good for 50, 100 and 250 lines respectively in the want columns. These are accepted as cash in payment for liner ads and not only promote business by making steady advertisers of occasional ones, but insure prompt collections and save bookkeeping. The *Record-Herald* also conducts a boarding and rooming bureau in which are listed furnished rooms and boarding places that advertise under a yearly arrangement. Many inquirers come to this bureau at the *Record-Herald* office and the paper sends lodgers and boarders to its advertisers, giving the former the convenience of a large list to select from. The *Record-Herald's* want ad department is being more actively promoted, perhaps, than that of any other paper in the country. W. M. Ostrander, the Philadelphia real estate man, recently stated that the two daily papers that brought him the best returns were the New York *Herald* and Chicago *Record-Herald*.

The *Tribune* is the oldest daily paper in Chicago, and has carried the mass of want advertising in the morning for so many years that newer rivals seem to make no impression on its patronage. On a Sunday its showing frequently reaches sixteen pages or 112 columns of liners, set very solid. Perhaps no other paper in the country carries so many "blind" want ads—that is, announcements in which the advertiser has replies directed to a lettered box at the *Tribune* office. During the month of August this year 138,576 such replies were handed out over the *Tribune's* counters, and the number of separate want ads published was 42,810, or at the rate of more than a half million a year.

In Philadelphia, with its five morning papers, there is a hot scramble for want ad business. The *Inquirer* and *Press* carry the great-

est mass of this business, and despite the assertion that Philadelphia abhors the Sunday paper, the volume carried on that day is equal to the showing of the Chicago *Tribune*. The *Record* is reputed to be making the greatest gain in classified business, having never been considered a classified medium until recently. The Philadelphia *Public Ledger* is perhaps the only newspaper in the country that adheres to the old-fashioned method of setting classified ads with large initial letters and little cuts of houses, teeth, watches, etc. Its liners remind one of the London papers. The *North American* is not a classified medium, apparently. In the afternoon the *Bulletin* carries the bulk of classified business. Nearly 600 branch offices are maintained, and the want columns are purged of everything questionable by a rigid censorship. One of the unique features of the *Bulletin's* classified columns is the "Lost and Found" department, which is printed on the first page of the paper. It is said that no other newspaper in the world carries so many ads under this classification. The *Evening Telegraph* makes a specialty of the three classifications of "Real Estate," "Educational" and "Resorts."

In Boston the conservative old *Evening Transcript* refuses to solicit classified advertising, yet its Saturday issue is like that of no other paper in the mass and kind of want announcements carried. It prints more educational advertising than any other paper in New England, and more resort business than all other Boston papers combined. For high-grade real estate it is valued as a national medium, and for high-class help is unique. On Sundays and weekdays the *Globe* and *Herald* appear to divide the classified business, the *Globe* leading. The Boston dailies admit almost every form of display to their classified columns, and it is difficult to separate the two kinds. The *Herald* has been conspicuous of late for active solicitation of want ads, some of the methods being unique. Postals and folders are sent to different classes of adver-

tisers who use the want columns, and ways of interesting readers therein have also been devised, though no premiums are given. A series of forty letters of the alphabet were recently printed in the *Herald's* "ears," and readers were encouraged to make anagrams thereof. The complete series stood for "The Boston *Herald* is an excellent want ad medium," but after the solution of the puzzle had been published readers were encouraged to carry the idea further, evolving additional anagrams along the same line of thought. Another odd feature of the *Herald's* want ads is its little directory of boarding places and rooms. This is issued at short intervals, and contains a digest of all such places advertised in the paper, as well as a trolley guide to Greater Boston.

Among the cities of smaller population there are some papers that have a showing of want business that is almost metropolitan in volume and quality. The *Denver Post*, for example carries as many as eighty-five columns of classified business in its Sunday issues. The *Washington Star*, *Indianapolis News* and *Star*, *Baltimore News*, *Minneapolis Tribune* and *Journal*, *Montreal Star*, *Manitoba Free Press*, *Toronto Telegram*, *Detroit Free Press* and *News* and other dailies should be studied by everyone interested in classified publicity.

The patronage of a recognized want ad medium is by no means restricted to local business. Perhaps it is a test of such a paper that it carry a healthy proportion of foreign liners. Several prosperous advertising agencies throughout the country make a specialty of placing classified publicity as a national proposition, and it is said that there are advertisers spending a yearly appropriation of \$10,000 or \$15,000 entirely in the liners. "Agents Wanted" is a favorite classification for these advertisers. For the manufacturer of a specialty that sells well through local canvassers there is hardly any other good mode of advertising, as no known magazine or trade paper reaches canvassers like the daily

paper. This species of classified advertising is also supplemented with another that seeks to make direct sales of novelties and household conveniences by mail. Large national campaigns for proprietary remedies, foods, etc., are frequently supplemented with liner ads, which serve the purpose of reading notices at a much lower cost. The *Chicago Tribune* is said to lead in foreign classified advertising, particularly "Agents Wanted." The general advertising agency placing display business often handles considerable foreign classified publicity, but the enormous detail connected with placing small ads in a great list of papers naturally throws the business to agencies specially equipped for sending out quantities simultaneously. The Mahin agency, in Chicago, put into effect a novel system for placing classified advertising some years ago, sending out orders by means of cards in which all directions for insertion were indicated by punches. At the same time the order was punched a duplicate for office record was made. This system, though simple enough, did not meet with success, owing to the inability of foremen to comprehend it. Like all radical ideas, it will probably be taken up again at some future time.

A recent development of classified advertising promotion is the plan of giving premiums to any person bringing in a liner ad. The gift of a harmonica or pocket dictionary with each want ad is particularly alluring to youngsters, but the plan seems to denote on the surface a certain fundamental weakness in the columns of the paper adopting it. Classified business comes spontaneously to the best medium. Solicitation may increase the volume, but unless a good proportion of classified business seeks the paper it is fair to assume that an artificial showing is being made. The mere number of columns of want advertising carried by a paper may be no true indication of its real value. Figures do not lie, but liars will figure, and a clever arrangement of the number of gate lines of classified busi-

ness carried by any medium, even a notoriously weak one, with a canny disposition of certain classifications and a few comparisons, will build up a bluff calculated to deceive any advertiser who lives at a distance. Rivals frequently explain the permanent popularity of such a paper as the New York *Herald* by saying that the people have got into the habit of inserting classified ads therein, and don't know enough to stop. It is a pretty safe rule to select in each city those newspapers that profit by this popular habit. For all of the people have never been fooled all of the time on want ads.

In this connection the Little Schoolmaster directs attention to the department which appears weekly in PRINTERS' INK under the caption of "The Want Ad Mediums of the Country." See pages 22 and 23 of this issue.

MR. STARKE'S SUCCESSOR.

The business managers of the Washington *Star*, the Baltimore *News*, the Indianapolis *News*, the Montreal *Star* and the Minneapolis *Journal*, met at the Hardware Club in this city on the 23d instant for an interchange of views, as is their annual custom. During the meeting a communication was received from Mr. M. Lee Starke, who has represented the papers mentioned in the general advertising field for the past five years, presenting his resignation, to take effect October 15, 1904. Mr. Starke stated as the reason for his retirement that he had decided to enter the general agency field,—that he had made arrangements to associate himself as a partner with the Paul E. Derrick Advertising Agency, of New York and London, assuming entire charge of the interests of that agency in the United States. A letter was addressed to Mr. Starke by the gentlemen present, accepting his resignation and expressing regret, at the same time testifying to appreciation of Mr. Starke's services and wishing him well in his new venture:

NEW YORK, Sept. 23, 1904.

Mr. M. Lee Starke, Tribune Building,
New York:

DEAR SIR—We have received your

communication of this date, tendering your resignation as foreign advertising representative of the Washington *Star*, the Baltimore *News*, the Indianapolis *News*, the Montreal *Star* and the Minneapolis *Journal*, for the reason as stated therein; that you have arranged to associate yourself as a partner with the Paul E. Derrick Advertising Agency, of New York and London. We feel it is due you, under the circumstances, that your request be complied with and have accordingly accepted your resignation to take effect October 15, 1904.

In taking this action at your request, we desire to express our sense of keen regret at the severance of the pleasant relations which have existed between yourself and the papers you have so ably represented. We take pleasure in testifying to our appreciation of your devotion to our service and your earnest and successful efforts to carry into effect in the general advertising field the principles of proper method, open and frank dealing, equal and exact treatment of all advertisers alike, adherence to rates, sincerity and entire absence of ambiguity, which are the cardinal principles of the newspapers represented by you.

At the conference held this day, it has been determined to continue the associated representation of the papers named in the foreign advertising field and we beg to advise you that we have appointed Mr. Dan A. Carroll as your successor, as our special and foreign advertising representative, and that we will preserve intact our present organization in New York and Chicago. As Mr. Carroll was at one time associated with you and since has been occupying an honorable position in the newspaper business, we have full confidence that he will make continuous the policy of the papers represented, affording an opportunity for publicity in five important cities on terms alike fair and impartial. We beg to assure you of our heartiest good wishes for your continued success and abundant prosperity in your new field of activity.

Yours truly,
THE WASHINGTON "STAR,"

By *Hammy Newbold*
Assistant Manager.
THE BALTIMORE "NEWS,"

By *McBwall*
Business Manager.
THE INDIANAPOLIS "NEWS,"

By *Robert W. Horn*
General Manager.
THE MONTREAL "STAR,"

By *W. C. Mason*
Manager.
THE MINNEAPOLIS "JOURNAL,"

By *Rubin Swift*
Manager.

MORE
MARKETSMORE
PROFITS

If you want Foreign Trade

**this is the
symbol**

of an advertising service which cannot be obtained from any other agency.

For *ten years* we have represented American interests abroad. In that period we have gained knowledge which is of the greatest value to our clients.

Our foreign service is managed by men who combine American enterprise and American advertising sagacity with a complete knowledge of foreign methods and mediums. We offer to outline a campaign, estimate the cost, place the advertising, secure local sales agents, advise and otherwise assist in introducing your goods in Europe and elsewhere.

Among other important accounts we are placing Quaker Oats, Remington Typewriters, Armour's Extract of Beef, Libby, McNeill & Libby's goods, Gold Dust Washing Powder, National Carpet Sweepers, Liquid Ozone, Regal Shoes, Graves' Tooth Powder, Shaw-Walker Co.

The Paul E. Derrick Advertising Agency

Tribune Building, New York

LONDON: 34 Norfolk Street, Strand

The Derrick Agency has exclusive control of the celebrated Starke Service for America and abroad.

WHAT IS CIRCULATION?

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

Editor of PRINTERS' INK:

I respectfully offer for the consideration of the American Newspaper Publishers' Association, the preamble and resolution given below:

Whereas the advertiser who would buy space in a newspaper or magazine desires to know the measure of service he may expect therefrom, and whereas what is known as the circulation of the newspaper or magazine is generally thought the principal item to be considered in this connection, it becomes important that an authoritative definition shall be had as to what is meant by circulation. The number of copies printed to-day is not a proper measure, for it may be much larger or smaller than the usual edition. The number of copies printed yesterday or last week is open to the same objection. And:

Inasmuch as advertising contracts are usually made by the year, or for a considerable fraction of a year, it is evidently most desirable to know what will be the circulation for a year to come, but as that is impossible, no one being able to foretell the future with certainty, it has been found by past experience that the most satisfactory method of deciding what the circulation will be for a year to come is to ascertain what it has been for the year that is past. And:

Inasmuch as circulation is by no means the only criterion of value, and the value of the circulation is influenced by many things, as for instance the price at which the publication is sold, the age or firmly established character of the publication, the fact that it is or is not received by or distributed among people who do not pay for it. And:

Inasmuch as these characteristics are to be generally ascertained by

ear-marks or general reputation. And:

Inasmuch as the number of copies printed is only quality of a newspaper's circulation that is capable of being definitely measured and expressed in words and figures, it is hereby;

RESOLVED, That it is the opinion of this Association that the circulation of a newspaper is best ascertained and most correctly expressed by setting down the number of copies printed of each issue for a year, adding the figures to ascertain the total and dividing by the number of separate issues to ascertain the average issue; and that average issue, so ascertained, is what is generally understood as; and what should be understood as the circulation of the newspaper or magazine. The number of copies returned, the number given away, the number distributed on any condition other than to subscribers or bona fide buyers all have a bearing in fixing the character of the circulation, but no bearing at all upon the mere quantity of it which is the only thing that it is, at the present time, best to attempt to ascertain and to have stated in figures.

The subject of your inquiry is one to which I have devoted much thought for many years; and the definition I have formulated above is in my opinion one that every publisher can conform to, if he will, and the only one that every publisher can conform to if he is honest, conscientious and exactly truthful. Of course there can be no objection to adding as much further information as to net sales and other facts of interest to an advertiser as the publisher of the paper may deem advisable.

Very respectfully,
GEORGE P. ROWELL.

THE MOST FAVORABLE CONDITIONS.

Unadvertised businesses often offer greater possibilities than any others. The prestige of a past which never knew the fierce competition of modern business methods still clings. The financial status of the business is sound, the conditions necessary for successful advertising exists already. Many such businesses would advertise were it not for the upheaval new methods are supposed to cause. While transition must take place, there need be no radical alteration in business methods provided they are sound.—*Booklet from the Spottiswoode Agency, London.*

ABATING A NUISANCE.

Though the circular nuisance is the bane of householders all over London, it is at its worst, perhaps, in Kensington and the surrounding districts. Many of the long-suffering residents are now making mute protest against the peripatetic leaflet-droppers by affixing boards, bearing the words, "Deliver no circulars," to their railings.—*Daily Mail, London.*



The Crusade inaugurated and carried on by *McClure's Magazine* to rescue and preserve the shrine of American commercial honor has rallied to its standard thousands of American business men. The fact that such men read the advertising pages of *McClure's Magazine* enhances the appropriateness of the caption

The Marketplace of the World

S. S. McCLURE COMPANY

CURTIS P. BRADY

Manager Advertising Department, New York

FREDERICK C. LITTLE FREDERICK E. M. COLE
Western Representatives
Marquette Building, Chicago

EGERTON CHICHESTER
New England Representative
Penn Mutual Bldg., Boston

Financial Advertising

DURING June, 1904, *The Record-Herald* carried 23,785 lines of Financial Display Advertising, which was 4,310 lines more than carried by any other Chicago paper.

During the year 1903 and during the first six months of 1904, *The Record-Herald* carried more Financial Advertising than any other Chicago paper, notwithstanding *The Record-Herald* refused all bucket-shop and other objectionable financial advertising.

A tribute to the superior quality of *The Record-Herald* circulation—the largest circulation of any newspaper in the United States selling for more than one cent—whether morning or evening.

You might as well try to run a steam engine without water as to try to run an Advertising Campaign in

Toronto

and vicinity without using

The Star

Average daily circulation
last six months

30,045

Sworn detailed statement
on application.

THE STAR
Toronto, Canada.

THE OCTOBER MAGAZINES.

The amount of paid advertising carried by each of the leading monthlies for October is as follows:

	Pages
McClure's	164
Everybody's	154
Review of Reviews	147
Munsey's	140
Harper's Monthly	131
Century	112
Scribner's	106
World's Work	98
Booklovers	90
Good Housekeeping	83
Leslie's Monthly	82
Cosmopolitan	76
Red Book	74
The World To-Day	73
Metropolitan	70
Pearson's	57
Harper's Bazaar	56
Outing	54
Ainslee's	54
Atlantic Monthly	50
Strand	42
Lippincott's	38

In the following magazines with pages larger than standard size the measurement was made by columns, though the column length of some is necessarily smaller than others:

	Cols.
Country Life in America	173
Delineator	147
Ladies' Home Journal	109
Success	99
Woman's Home Companion	96
Ladies' World	66

* * *

Results from advertising in the magazines go pretty much by the number of copies printed and circulated. Yet there are some little details that must help in the aggregate. One of these is trimmed pages. No magazine of importance as an advertising medium has uncut pages nowadays, but the rough edges left when the folios composing the magazine are not trimmed by the paper cutter are inconvenient to the thumb and forefinger that control the dollars the advertiser is after. Nearly one-half of the monthlies are trimmed. The *Booklovers'*, *Outing*, *Cosmopolitan*, *Review of Reviews*, *Lippincott's*, *World's Work*, *Harper's Bazaar*, *Red Book* and *Ainslee's* have smooth edges, and their pages run trippingly off the thumb. So do those of the large magazines like the *Ladies' Home Journal* and *Delineator*. Rough edges still characterize *McClure's*, *Every-*

body's, *Scribner's*, *Harper's*, *Munsey's Century*, *Leslie's Monthly*, *Pearson's*, *Metropolitan*, *Good Housekeeping* and *Strand*. There may come a time when the magazines will all be stitched instead of stapled. Only the machine that will do this economically is wanting. The *World's Work* stitched its entire edition religiously for several years, but has given up the practice on the score of expense. Stitched copies are supplied to subscribers on request, however. Only the *North American Review* and *Atlantic Monthly* are put together in this good old-fashioned way. A stitched magazine means much to the advertiser, however. It permits of advertisements larger by an inch in width, for one thing, and when two pages are taken at the center of the folios it permits printing clear across the margins, giving additional space of at least fifty agate lines. The stapled magazine makes even the present size of advertisement difficult to read where the border is omitted on ads given up largely to reading matter. Yankee ingenuity will eventually solve this problem, for dollars, depend on it.

* * *

Mr. Lawson's chapter on "Frenzied Finance" exceeded the space allotted to it by the editor of *Everybody's* this month, so the Boston capitalist purchased four pages in the advertising section to publish the surplus. Six advertising pages are also devoted to criticisms of the Lawson articles, and following them is a six-page advertisement that seem to have been paid for by the Republican party, or some financial house interested in the maintenance of the gold standard. In the form of a letter to two young men, from Henry Clews, the veteran banker, it compares the leading Presidential candidates in no uncertain ways. The leading theme of *Everybody's* just now is finance, and the advertisement was evidently inserted with a view to turning this interest to political account, as it appears in no other magazine. The character of circulation gained by *Every-*

body's through the interest aroused in the Lawson articles is a "different" circulation, according to the views of an advertiser who exploits a line of goods appealing chiefly to women. While in all the leading magazines, he has omitted *Everybody's* on the ground that the Lawson articles interest men only. There may be good reasoning in this. If it be a true view, the situation would seem to be entirely in favor of the magazine. There are numerous women's publications, but few that reach a majority of men. A significant fact bearing on this matter is furnished by the letters from readers published in *Everybody's*. There are eighteen of these in the October number. Only two are signed by women, and one signed with initials reveals that the writer is a woman. The remaining fifteen are either signed by men or have an unmistakable masculine tone.

* * *

The Regal ads for October announce what appears to be an important novelty in shoes. Regals are now made in quarter sizes, like collars, and it is asserted that the custom shoemaker's occupation is gone. Quarter-size shoes may look like affectation at first glance, but when one remembers the difficulty that most people have with footwear, and the downright torture their feet cause them, there seems to be a real place for the novelty. The Regal people alone, of all the prominent shoe advertisers, manage to bring forward new ideas in their goods, and these always make splendid advertising material.

* * *

Ever so often a prominent magazine advertiser realizes that readers usually buy several magazines in the course of the month. Then he attempts to print different copy in each monthly. A few very determined attempts have been made to carry out this idea, but either the expense of so wide a range of copy is prohibitive or the supply of ideas gives out. The Little Schoolmaster recalls no instance where the plan was continued very long. That doesn't make it an un-

practical plan, however, and probably the day will come when all the announcements of the advertiser using a large magazine list will be different from each other. The idea has come to the clothing advertisers this fall in a way that savors of unconscious cerebration. The Hart, Schaffner & Marx full pages show three separate illustrations and sets of copy. One set is printed in *Review of Reviews*, *Harper's* and *Munsey's*, the second in *Scribner's* and *Leslie's*, and the third in the *Century*, *McClure's* and *Everybody's*. The assumption is, evidently, that the readers of thirty-five cent magazines do not read those costing a dime, or vice versa. B. Kuppenheimer & Co., Chicago, have gone even further, printing an entirely different design and copy in each magazine on their list. These ads were observed in *Scribner's*, *Century*, *Everybody's* and *Munsey's*. Hackett, Carhart & Co., New York, also have different designs and copy in *Harper's*, *McClure's* and *Munsey's*. The Gibsonesque young man is the central figure in all these designs. Ed. V. Price & Company, the Chicago tailors, have set a new style in clothes advertising, but whether it is better than the fashion figure remains to be seen. Perhaps it is for the purposes of a merchant tailor. But the Gibsonesque young man is dear to the heart of the American public. George L. Dyer, who first adapted him to clothes advertising, is heartily sick and tired of his eternal smugness. Yet the public wants him, and the model used in the advertising of A. B. Kirschbaum & Co., Philadelphia, is retained by the year because he is an ideal specimen of the Gibsonesque. This type of illustration is especially popular with women.

* * *

Another evidence of the upward trend of mail order dealing is found in the ads of the Larkin Co., Buffalo, which appear in a number of the leading magazines this month. This company sells soaps and toilet articles on the club plan, giving premiums with ten dollars'

worth. Thousands upon thousands of clubs of women throughout the country buy a consignment of goods and divide it, giving the choice of the premium in rotation until every member of the club has had her turn. The company's success has been built up by advertising in farm papers, mail-order journals and religious publications. This essay into the general magazine field demonstrates that the magazines either reach more country people than formerly, or that their readers are learning to buy by mail.

* * *

Seymour Eaton has altered the plan of his campaign for introducing Tabard Inn food and drug specialties. Originally it was the intention to print a miniature newspaper, the *Tabard Inn News*, in leading dailies throughout the country, selling coffees, teas, soaps and toilet requisites through the retail trade. For this has been substituted magazine advertising, based on direct dealing with the consumer. Attractive announcements are printed in many October monthlies, and a plan new to the mail-order trade has been devised—that of opening charge accounts with purchasers in any part of the United States. Orders are filled as fast as received, and bills rendered monthly.

* * *

Interest attaches to anything that a press agent does or says. He is one of the few romantic figures remaining to a prosy age. "The Passion for Publicity" in *Leslie's Monthly* for October tells all about the press agent's ingenious art of getting into print, enumerating the different species of his tribe, as theatrical press agents, corporation press agents, political, financial and social press agents, and so forth. The article is by W. Bob Holland, and contains practical suggestions and humor in about equal proportions.

* * *

The *World's Work* and *Country Life in America* are being moved into their beautiful new building at 133-37 East Sixteenth street,

New York. Their November issues will be printed there on their own presses. Heretofore *Country Life in America* has been printed at Harrisburg, Pa., by the Mount Pleasant Press, which is managed by J. Horace McFarland, one of the magazine's editors. Much of this monthly's individuality is due to him. The Mount Pleasant Press does a large volume of catalogue printing, originates advertising literature, and conducts broad campaigns for publicity.

* * *

The *Review of Reviews* continues its interesting series of articles upon the newspapers and magazines of foreign countries, that in the October issue being "What the People Read in China." Japan, Russia, France and other important countries have been dealt with the past summer. The series ought to be of importance to a manufacturer preparing to exploit goods in foreign countries. Newspapers and magazines are innovations introduced into China by the Western barbarian in the past few decades, says the writer of this month's article. The famous *Pekin Gazette*, founded in the seventh century, A. D., and believed to be the oldest newspaper in the world, is simply a court circular. There are several liberal, progressive newspapers in Peking, Shanghai, Tientsin and other cities, however, with several influential magazines and also a comic paper that circulates extensively among the Chinese people.

An interesting line of samples of parchment coin mailers, designed for one or more coins of different denominations, comes from the Acme Coin Mailer Co., Fort Madison, Ia. A booklet explains the many uses of coin mailers in advertising and subscription promotion.

Where Can You Equal It?

Actual Average Circulation
152,062

55 cents flat or less than 1/4 cent per line per 1,000 bona-fide paid circulation among thrifty German country people—no dead beats, no waste. Contracts can be discontinued any time.

Lincoln Freie Presse
LINCOLN, NEB.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (†).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

†† Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.
Birmingham, Ledger. *dy.* Average for 1903, 16,970. E. Katz, Special Agent, N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,095. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 8,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, *wy.* Actual average 1902, 4,550, four months 1904, 4,720.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,450. E. Katz, Sp. Ag., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 32,542.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Francisco, Call, *d'y* and *S'y.* J. D. Spreckels. Actual daily average for year ending June, 1904, 61,802; Sunday, 85,784.

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug. 1902, 8,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266.

San Jose, Pacific Tree and Vine, *mo.* W. G. Rohannan. Actual average, 1903, 6,185. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,798. Average for August, 1904, 45,064. Gain, 8,716.

†† The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 15,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,617.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, first 3 mos. 1904, 18,942. E. Katz, Special Agent, N. Y.

New London, Day, *ev'g.* Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 8,185 (†).

Norwich, Bulletin, morning. Average for 1903, 4,985; first six months 1904, 5,175.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,088 (†).

National Tribune, weekly. Average for 1903 104,599. First six mos. 1903, 112,265.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,898. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, *dy.* Av. 1903, 28,928 June, 1904, 44,051. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 80,125. Average first six months 1904, 88,666.

IDAHO.

Boise, Capital News, *d'y* and *wy.* Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 2,475. First 6 mos. 1904, *dy.* 5,016, *wy.* 5,865.

ILLINOIS.

Centre, Citizen. Daily average 1903, 818; weekly, 1,110. First eight months 1904, daily 1,205; weekly, 1,125. August, 1904, daily 1,281.

Champaign, News. In 1902 no issue less than 1,100 daily and 3,400 weekly (163).

Chicago, Ad Sense, monthly. The Ad Sense Co., pub'g. Actual average for 1902, 6,022.

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. *Guaranteed circulation \$9,000 copies, reaching over one-fourth of the American medical profession.*

Chicago, Bakers' Helper, monthly. H. R. Olmold. *Average for 1903, 4,175 (©).*

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903 67,880, 30 weeks ending May 16, 1904, 69,163.*

Chicago, Dental Digest, mo. D. H. Crouse, pub. *Actual average for 1903, 7,000.*

Chicago, Farmers' Voice. *Actual weekly average year ending September, 1904, 23,502 (3).*

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. *Av. for 1903, 4,554 (©).*

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1903, 11,666.*

Chicago, Home Defender, mo. T. G. Mauritzen. *Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.*

Chicago, Journal Amer. Med. Assoc. Wkly. av. 1903, 28,615. *First six months 1904, 31,156.*

Chicago, Musical Leader & Concert-Goer, wkly. *Aver. year ending January 4, 13,548.*

Chicago, Record-Herald. *Average for 1903, daily 154,218, Sunday 191,817.*

Chicago, Retailer's Journal, monthly. *Actual average for 1903, 6,785.*

Chicago, The Operative Miller, monthly. *Actual average for 1903, 5,542.*

Gilson City, Courier, weekly. Estab. 1873. *Actual average year ending June 30, 1904, 1,292.*

La Salle, Ray-Promien, Polish, weekly. *Average 1903, 1,805.*

Peoria, Star, evenings and Sunday morning. *Actual sworn average for 1903, 22,197.*

Rockford, Republic, daily. *Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.*

INDIANA.

Connersville, Courier, weekly. *Actual average for 1903, 1,567.*

Evansville, Courier, daily and S. Courier Co., pub. *Act. av. '02, 11,218 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.*

Evansville, Journal-News. *Av. for 1903, 8,715, 852, 8,714, 12,000. E. Katz, Sp. Agt., N. Y.*

Goshen, Cooking Club, monthly. *Average for 1903, 26,878. A persistent medium, at house-wives keep every issue for daily reference.*

Indianapolis, News, dy. Aver. net sales in 1903, 69,585, August, 1904, 78,841.

Indianapolis, Star. *Aver. net sales for July (all returns and unsold copies deducted), 93,261.*

Lafayette, Morning Journal, daily. *Sworn average 1903, 4,002; July, 1904, 4,562.*

Marion, Leader, daily. W. B. Westlake, pub. *Actual aver. for 6 mos. end, June 30, '04, 5,741.*

Muncie, Star, dy and 87. *Star Pub. Co. Aver. for 1903, 8,725, 856, 8,719, 250.*

Notre Dame, The Ave Maria, Catholic weekly magazine. *Actual average for 1903, 24,052.*

Richmond, Sun-Telegram. *Sworn av. 1903, dy. 3,311. For Feb., 1904, 3,844.*

South Bend, Tribune. *Sworn daily average 1903, 5,718. Sworn average for August, 6,887.*

Terre Haute, Star. *Av. net sales for Aug. (all returns and unsold copies deducted), 88,906 (3).*

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. *Average for 1903, dy. 1,951; wky., 8,872.*

IOWA.

Burlington, Gazette, dy. Thos. Stivers, pub. *Average for 1903, 5,864, June, 1904, 6,227.*

Davenport, Times. *Daily aver. 1903, 8,055, s. wky. 1,660. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.*

Decorah, Decorah-Posten (Norwegian). *Sworn av. 87's, 1903, 39,631. March, 1904, 40,856.*

Des Moines, Capital, daily. Lafayette Young, publisher. *Actual average for 1903 31,898. Average for first six months 1904, 35,808. City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.*

Des Moines, News, daily. *Actual average for 1903, 45,876.*

Des Moines, Spirit of the West, wky. Horses and live stock. *Average for 1903, 6,095.*

Des Moines, Wallace's Farmer, wky. Est. 1879. *Actual average for 1903, 33,769.*

Muscatine, Journal, Daily av. 1903 4,549, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. *Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.*

Sioux City, Journal. *Dy. av. for 1903 (sworn) 19,492, daily av. for first six months of 1904, 20,766. Records always open. More readers in its field than of all other daily papers combined.*

KANSAS.

Hutchinson, News. *Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.*

Topeka, Western School Journal, educational monthly. *Average for 1903, 8,125.*

KENTUCKY.

Harrodsburg, Democrat. *Best weekly in best section Ky. Av. 1903, 5,552; growing fast.*

Lexington, Leader. *Av. '03, 2,828, 8,409, 1st 6 m. '04, dy. 8,928, 8,448. E. Katz, agt.*

Louisville, Evening Post, dy. *Evening Post Co., pub. Actual average for 1903, 26,964.*

Paducah, News-Democrat. *Daily net av. 1903, 2,904. Year end, June 30, '04, net paid cir. 2,927.*

LOUISIANA.

New Orleans, News. *Dy. av. 1903, 17,525, Sunday 17,687.*

New Orleans, The Southern Buck, official organ of Filkdom in La. and Miss. *Av. '03, 4,750.*

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. *Actual average for 1903, 1,269, 995.*

Bangor, Commercial. *Average for 1903, daily 8,218, weekly 29,066.*

Dover, Piscataquis Observer. *Actual weekly average 1903, 1,904.*

Leviston, Evening Journal, daily. *Aver. for 1903, 6,814 (©), weekly 15,469 (©).*

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. *Average for 1903, 8,041.*

Portland, Evening Express. *Average for 1903, daily 11,740, Sunday Telegram 8,090.*

MARYLAND.

Baltimore, News, daily. *Evening News Publishing Co. Average 1903, 44,582. For August, 1904, 54,682.*

MASSACHUSETTS.

Boston, Evening Transcript (©)(x18). *Boston's tea table paper. Largest amount of week day adv.*

Boston, Globe. *Average for 1903, daily, 195,354, Sunday, 297,824.*

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post, dy. *Average for 1903, 178,808. Av. for August, 1904, dy. 217,898, 8,178,818. Largest daily circulation in New England. Second largest Sunday circulation in New England.*

Boston, Traveler. *Est. 1824. Actual daily av. 1903, 73,552. In 1903, 76,666. For the first six months of 1904, daily average, 86,810.*

Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. *Aver. for year end'g Dec. 31, 1903, 20,250. Use it if you want a strictly home circulation—t at sticks. Page rate \$25.00 flat, pro rata.*

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Aug., 1904, 5,788.

Springfield, Good Housekeeping, mo. Average for 1903, 185,992. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican, Av. 1903, dy. 15,542 (©), Sun. 15,870 (©), wy. 4,086.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (©). Average Jan., 5,180. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon, Av. for 1903, 8,912. Aver. 1st 2 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Aver. year-end-June 20, '04, 6,067 (*). Av. for June, 6,886 (*).

Grand Rapids, Evening Press, dy. Average 1903, 37,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,824, first six months 1904, 26,187.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (46). Average for first six months 1904, 4,828.

Kalamazoo, Gazette, daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,259.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,851, June, 9,520, s-w, 9,281.

Saginaw, Courier-Herald, daily, Sunday. Average 1903, 8,282; August, 1904, 10,430.

Saginaw, Evening News, daily. Average for 1903, 11,815. August, 1904, daily 14,497.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1903, 65,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Print ing Co. Average for first 8 mos. in 1904, 65,588.

Minneapolis, Svenska Amerikanaka Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 265,250.

Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,852; last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first eight months of 1904 was 68,608. The daily average for the first eight months of year was 86,197. Daily average for August, 88,916.

The only Minneapolis daily listed in Rowell's American Newspaper Directory that regularly publishes its circulation over a considerable period down to date in Roll of Honor, or publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,106.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, wy. Av. for 1903, 10,500.

St. Paul, Dispatch, dy. Aver. 1903, 58,044. Present average 57,624. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 78,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 31,541.

St. Paul, News, daily. Actual average for 1903, 25,516.

St. Paul, Pioneer-Press. Daily average for 1903 34,298, Sunday 60,988.

St. Paul, The Farmer, ag'l, s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end February, 77,861. Actual present av. 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, wy. 28,414. Sonntagsblatt 28,402.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

Winona, Westlicher Herold. Average 1903, 22,519; Sonntags Winona, 28,111; Volksblatt des Westens, 30,045.

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,556. In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, July, 1904, 12,158. E. Katz, Special Agent, N.Y.

Kansas City, Journal, dy and wy. Average for 1903, daily 60,265, weekly 188,725.

Kansas City, World, daily. Actual average for 1903, 61,322.

Springfield, Sunny South, monthly. Actual average for 1903, 2,552.

St. Joseph, News and Press. Daily aver. for 1903, 20,418. Last 3 mos. 1903, 25,045.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,956.

National Farmer and Stock Grower, mo. Av. 12 mos. end Dec., 1903, 106,625. 1902, 68,588.

St. Louis, Star. Actual daily average for 1903, 64,378.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,596,465. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165, April, 1904, 14,485.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 152,052.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, puba. Average for 1903, 5,510.

Lincoln, Nebraska Farm Journal. Monthly average year ending August, 1904, 14,400 (*).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,806. In 1903, 1,660.

Omaha, Den Danske Pioneer, wy. Sophus F. Noble Pub. Co. Average for 1903, 28,054.

Omaha, News, daily. Actual average for 1903, 41,324.

NEW HAMPSHIRE.

Franklin Falls, Journal Transcript, weekly. Towne & Robie. Actual average 1903, 5,560.

Nashua, Telegraph, even., daily and weekly. Actual daily average 8 months 1904, 5,500 sworn.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net aver. circulation for 8 mos. end Aug. 31, 1904, 8,229.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,829.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 53,896, Sunday 16,391.

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank, Register, weekly. Est. 1873. John H. Cook. Actual average 1903, 2,961.



Washington, Star, w. Secor at. '95, 8,759.
Every issue since Feb., '04, more than 3,000.

NEW YORK.

Albany, Journal, evening. Journal Co. Average one year to April 30, 1904, 17,285.

Albany, Times Union, every evening. Estab. 1856. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,457. Six months, 1904, 6,510.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 15,210.

Buffalo, Courier, morn.; Enquirer, even. W. J. Connors. Aver. for 1903, morning 50,832, evening 25,082; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,498. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 3,408. Ar. August, 1904, 3,659.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,321.

Mount Vernon, Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh, News, daily. Ar. for 1903, 4,187, 1,600 more than all other Newburgh papers combined.

New York City.

American Machinist, w'y, machine construc. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal. Est. 1863. Weekly aver. for 1903, 9,026 (©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has QUANTITY, CHARACTER, INFLUENCE. Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (689).

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,566.

El Comercio, mo. Spanish export. J. Shep and Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,855 (©).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©).

Forward, daily. Forward Association. Average for 1903, 45,241.

Four-Track News, monthly. Actual av. paid for six months ending August 1904, 95,000. September edition guaranteed 100,000.

Haberdasher, mo., est. 1881. Actual average for 1903, 7,169. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000. (©).

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. Actual average 1903, 26,540.

Leslie's Weekly. Actual aver. year end. Aug., 1904, 69,077 (4). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 218,624. Present average circulation 257,600. November number guaranteed 300,000.

Music Trade Review, music trade and art weekly. Average for 1903, 5,535.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,492.

Newspaperdom, w'kly. Recognized journal of newspaper pubg. and adv'g. Aver. 1903, 5,189.

New Thought, monthly. 27 E. 21st St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 percent from published rates. Average for 1903, 104,977.

Printers' Ink, weekly. A Journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,803.

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The People's Home Journal, 515,250 monthly. Good Literature, 454,838 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal, Dow, Jones & Co., publishers. Daily average for 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 257,102. Sunday, 288,650.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800.

Rochester, Case and Comment, mo. Law. Av. for 1903, 20,000; 4 years' average, 20,136.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1903, 9,097. Actual average for 1903, 11,628.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 85,107, Sunday 55,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New Yorker, weekly. Average for 1903, 8,802. In county of 32,000 with no daily.

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1903, daily, 1,134; semi-weekly, 2,958.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 3,900. First three months 1904, 6,575.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 2,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,272. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,462. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell N.Y. Rep.

Grand Forks, Normanden, weekly. Ar. for 1903 5,451. Guar. 6,550 after August 1, 1904.

Wahpeton, Gazette. Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, 3,300.

OHIO.

Akron, Beacon Journal. Average 1903, 8,203 N. Y., 523 Temple Court. Av. Aug., 1904, 9,647.

Cincinnati, Mixer and Server, monthly. Actual average for 1903, 18,088. Actual average for 1903, 48,625. Official organ Hotel and Restaurant Employees Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Dayton Daily News

Average for 1903, 16,407; July, 1904, 18,894. THE ONE DAILY

in a one-daily city. Thorough canvass of all homes in Dayton shows the following:

News - - - 13,429

Herald, Journal, Press 11,851

News over all - 1,578

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 69,759. August, 1904, 84,610 daily; Sunday, 69,706.

Lancaster. Fairfield Co. Republican. August, '02, no issue less than 1,650 for 3 years.

London. Democrat, semi-wy. Actual average 1902, 8,101. Average 1903, 8,809, six months 1904, 8,532.

Mansfield. Daily News. Act. aver. year end. June 30, '04, 4,280 (3). First 6 mos. '04, 4,532 (3).

Springfield. Press-Republic. Aver. 1903, 9,285. April, '04, 10,155. N.Y. office, 583 Temple Court.

Washington Court House. Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown. Vindicator. D'y av. '03, 11,009. LaCoste & Maxwell, N.Y., Eastern Reps.

Zanesville. Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,814.

Zanesville. Times-Recorder. Aver. year end. Sept. 1, 1904, 8,652 (3). Sworn over 8 mos. 1904, 8,444 (3). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie. Oklahoma Farmer, wy. Actual average 1903, 28,030.

Guthrie. Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City. The Oklahoman. 1903 aver., 5,516; August, '04, 8,318. E. Katz, Agent, N.Y.

OREGON.

Astoria. Lannet. C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,895.

Portland. Oregon Daily Journal. Actual average for 1903, 8,946; first 7 months 1904, 14,479.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1903, 8,187. N.Y. office, 220 E'way. F. R. Northrup, Mgr.

Connellsville. Courier, daily. Aver. for 1903, 1,845, weekly for 1903, 8,090, daily average April, 1904, 8,019.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of August, 1904:

1	175,703	17	186,708
2	180,170	18	183,759
3	184,886	19	185,080
4	185,444	20	177,533
5	188,063	21	Sunday
6	176,958	22	187,140
7	Sunday	23	183,840
8	187,006	24	189,906
9	185,851	25	185,759
10	183,106	26	185,230
11	183,931	27	180,686
12	186,005	28	Sunday
13	177,062	29	184,514
14	Sunday	30	185,687
15	180,399	31	185,761
16	186,639		

Total for 27 days, 4,861,928 copies.

NKT AVERAGE FOR AUGUST,

183,404 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, Sept. 5, 1904.
In Philadelphia there are about 230,000 homes. THE BULLETIN'S circulation, which during the month of August averaged 183,404 copies per day, goes each evening into a majority of these homes.

Eric. People, weekly. Aug. Klenke, Mgr. Average 1903, 5,058.

Eric. Times, daily. Average for 1903, 11,208. August, 1904, 14,632. E. Katz, Sp. Ag., N. Y.

Philadelphia. American Medicine, wy. Av. for 1902, 19,537. Av. March, 1903, 16,837.

Philadelphia. Camera, monthly. Frank V. Chambers. Average for 1903, 7,120.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

Daily Copies 136,329

ACTUAL CIRCULATION FOR AUGUST:

1	137,329	17	134,875
2	136,006	18	136,981
3	137,829	19	136,778
4	134,374	20	138,919
5	146,881	21	Sunday no issue
6	135,251	22	136,296
7	Sunday no issue	23	137,064
8	138,419	24	136,385
9	134,391	25	137,890
10	138,737	26	138,458
11	132,967	27	136,153
12	137,160	28	Sunday no issue
13	136,322	29	137,746
14	Sunday no issue	30	138,161
15	138,921	31	136,511
16	132,518		

Total for 27 days, 3,689,591

Daily net average, 136,329

BARCLAY H. WARBURTON, President.

Philadelphia, Sept. 6, 1904.

THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 5,444,670. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

Philadelphia. German Daily Gazette. Average circulation first six mos. 1904, daily 48,943; Sunday 57,268. Sworn statement. Cir. books open.

Philadelphia. Press. Av. circ. over 100,000 daily. Net average for August, 1904, 109,477.

Philadelphia. Sunday School Times, weekly. Average for 1903, 102,941. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. The Grocery World. Actual average year ending August, 1904, 11,741.

Pittsburg. Labor World, wy. Av. 1903, 18,088. Reached best paid class of workmen in U.S.

Pottsville. Evening Chronicle. Official county organ. Daily average 1903, 6,648.

Seranton. Times, every ev'g. E. J. Lynett, Av. for 1903, 21,604. LaCoste & Maxwell, N. Y.

Washington. Reporter and Observer. Six months ending June 30th, 10,745.

West Chester. Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Willamport. Grit. America's Greatest Weekly. Net paid average 1903, 151,868. Smith & Thompson, Reps., New York and Chicago.

York. Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,185 (©). Sunday, 19,892 (©). Evening Bulletin 26,856 average 1903. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. F. Browne. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual dy. aver. for second 3 months 1904, 8,727.

Columbia, State, daily. State Co. publishers. Actual aver. for 1903, daily, 6,568 (©); semi-weekly, 2,015; Sunday, 7,705. First six mos. 1904, daily, 7,699, Sunday 8,928.

TENNESSEE.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,801.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,989, Sunday 28,080, weekly 77,821 (96), 1st 6 months 1904, daily 28,447, Sunday 45,896, weekly 88,109.

Memphis, Morning News. Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,889.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and Southwestern School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle, w. W. C. Edwards. Average for 1903, 2,689.

El Paso, Herald. Dy. av. 1903, 8,265; April, 1904, 4,284. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,827.

UTAH.

Ogden, Standard, Wm. Glassman, pub. Av. for 1903, daily 4,881, semi-weekly 8,158.

VERMONT.

Barre, Times, daily. F. E. Langley. Av. 1903, 2,710. Five months in 1904, 3,062.

Burlington, Free Press. Daily av. '03, 5,566. 1st 3 mos. to Sept. 15, 6,854. At present 6,000. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,028; for 1903, 7,489; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average, six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 1st 6 months 1904, daily 26,248, Sunday 48,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w., 8,912. Average 6 mos. 1904, dy., 14,872; Sy., 18,294; w., 9,501. S. C. Beck with, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1903, 2,501 (1064).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end. June, 1904, 5,885 (8). Aver. June, 1904, 6,071.

La Crosse, Leader-Press evening. Actual average 1903, 5,590. Average June, 1904, 6,108.

Milwaukee, Evening Wisconsin, dy. Evg. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; August, 1904, 26,708 (©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 22,876; av. Feb., '04, 24,208.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 26,570.

Oshkosh, Northwestern, daily. Average for 1903, 6,458. First six months 1904, 7,228.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 8,702.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 23,191. First 6 months 1904, 26,272. Advertising \$2.50 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,828; August, 1904, 7,665.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 3,695; June, 1904, 4,808.

MANITOBA, CAN.

Winnipeg, Der Nordwestern, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 15,908. Daily, August, 1904, 25,968.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for 1903, 8,776.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average year ending June 30th, 25,988; first six months 1904, 30,045.

Toronto, The News (Independent), evening, daily. Average first six months 1904, 20,754 (8). Average for August, 24,175 (8).

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal, Star, dy. & w., Graham & Co. Av. for '03, dy., 55,127, w., 122,269 (1145). Six mos. end. May 31, '04, dy. av. 55,147, w., 122,157.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 20 cents a line per week.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (◎◎), Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER (◎◎), Chicago, the oldest, largest, best known, most quoted. Has subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler Linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎), Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

THE NEW YORK TIMES (◎◎), "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎), Desirable, because it always produces satisfactory results.

SCIENTIFIC AMERICAN (◎◎) received the gold mark, being the only class publication receiving this distinction out of 23,000 journals and mag's's.

CENTURY MAGAZINE (◎◎), There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE BROOKLYN DAILY EAGLE

(◎◎) is THE advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎), Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (◎◎), Pittsburg, Pa. Delivered in more homes in Pittsburg than any other two Pittsburg newspapers.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL**. Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (◎◎), only morning, noon, evening in Ontario. Best condensed medium, circulation map and rates on application. **FREE PRESS PRINTING CO., Ltd.**, London, Ont.

THE TORONTO GLOBE (◎◎)

Canada's national newspaper. United States representatives, **BRIGHT & VERREE**, New York and Chicago.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want-advertisements are closest to the hearts of the people. When in doubt follow the "wants." You can't do wrong if you put your advertisement in the newspaper which carries the "wants" of the city in which it is printed.

Publications entitled to be listed under this heading are charged 30 cents a line a week; \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average first six months 1904, 5,581 copies.

The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, *etc.* a word. Minimum rate 30c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—**ONE CENT A WORD FOR EACH INSERTION**; minimum charge 25 cents. Sworn daily average for year 1903, 35,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Sept. 25, 1904, contained 3,515 want ads, a total of 86 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," *etc.*, half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

In Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (C) carries DOUBLE the number of Want Ads of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

MOLINE MAIL, favorite with people, earning \$30,000 weekly, who aren't afraid to spend it. The city's Want ad paper.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,628 individual advertisements. Of these 206,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

INDIANAPOLIS STAR since January first has more than doubled the volume of its classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

THE Indianapolis NEWS during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 35c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

THE BANGOR DAILY NEWS is the best Want advertising medium in Maine. A trial ad of four lines, ten cents per issue.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE Boston HERALD enjoyed a gain of 74% columns in advertisements during the month of July, a gain of over 2% in classified advertisements alone; while no other Boston paper showed any gain. The **HERALD's** nearest competitor, indeed, showed a loss of 13 1/2% columns.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed 213,506 paid "wants," which was \$1,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

MINNESOTA.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,624.

FIGURES that prove that **The Minneapolis Journal** carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Nearest Daily Journal.	Competitor.
Year 1903	2,980 cols.	1,900 cols.
8 months 1904	2,331 "	1,394 "

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 58,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/4c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE Mansfield News publishes daily more Want ads than any other 20,000 population newspaper; 30 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Wants than any four Okla. competitors.

OREGON.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA, THE EVENING BULLETIN—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN's** circulation, which during the month of August averaged 153,404 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia, nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE TIMES-DISPATCH carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 5, 10; June 4, 8c.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax Herald (☉) and the **Mail—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 50,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, August, 1904, 30,944.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 39,984; in May, 39,180.

THE Toronto EVENING TELEGRAM published 34,045 classified advertisements during the month of August—a good showing for a dull month. Counts are seldom made, but on the tenth of September a count showed that 1,000 individuals had called and placed their advertisements in the **TELEGRAM**. Surely the paper that is closest to the people ought to be closest to the advertiser. Its local circulation is greater than that of any two other papers combined. Rates on application. **PERRY LUKENS**, New York representative.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$5); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded. All advertisements must be handed in one week in advance.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 5, 1904.

THREE BASES.

A retail trade may be established on one of three different policies—and, of course, the advertising policy is determined thereby. These three foundations are Price, Quality and Service.

* * *

Price competition is keen—keenest, in fact. It doesn't attract the best class of purchasers when made the underlying principle of a store. It won't attract anybody much who wouldn't leave to-morrow to trade where prices were even lower. The store that offers no inducement to purchasers but cheapness has excellent material for sensational ads, and a wide audience to draw on. But trade built upon prices is as a house built on sand. There is only one advantage—trade may be built quickly.

* * *

Quality is a slow basis on which to build, but it is sure—as sure as anything can be in retail trade, at least. It takes time and tact to win the confidence of the people who buy without regard to pennies. They are intelligent, critical, accustomed to high standards. But there is a certain amount of permanency to their trade. There is also a strong, growing sentiment

throughout the country for quality. Price-hunting purchasers are continually being educated to be quality purchasers, while the latter seldom swell the ranks of the price-hunters. Quality is usually the cornerstone of the successful, lasting retail store, as an examination of the retail conditions and history of any town will show.

* * *

Service is a trade-building basis of which not so much has been said as the other two. Perhaps it is somewhat neglected. Certainly it is the least evident of the three in actual practice. If a store is weak that weakness is more likely to be in service than in price or quality. It is the weakness of the large department store. Price and quality can be assured by well-paid expert buyers. Service is dependent on the six-dollar clerk and delivery boy. It sometimes defeats the best efforts to build business on either price or quality. It can be combined with either of them to the greater strength of the establishment, or when really exceptional and unfailing service is offered by a store it will draw customers from other dealers, both of the price and quality kind. It is particularly the thing to go with quality merchandising, however. Or it may be put forward as an attraction quite of itself. Careful investigation through people in one's own circle of acquaintances, especially women, will show that prompt deliveries and courteous treatment in a store are as highly regarded as close prices of exceptional quality. Good service is also so rare as to be remarked in any community, and it is the best weapon that the small dealer has in his competition with the great department stores. Men consider service more than either price or quality. Women value it now, and will value it more in the future. Prices and grades of goods depend on conditions outside the store to a certain extent, but service may be controlled by close, sympathetic touch with employees. Of the three fundamental bases of retail business it is not the least important, while if made the central idea

of a store and its advertising it could be wielded most effectively in business building.

F. C. Wood has resigned as President and General Manager of the A. N. Kellogg Newspaper Company. His successor is M. A. Myers, who has been a member of the Company for nearly twenty-eight years, the greater part of the time in the capacity of Western Advertising Manager.

THE Philadelphia *Press* prints regularly more classified real estate advertising than any other paper in that city. Like the New York *Herald*, it has long held supremacy in this field, and much of the real estate publicity naturally gravitates to it. The *Press* is also foremost in a kindred branch of classified advertising—that of hotels and summer resorts. During June, the busiest month in this business, the total number of lines printed was 63,765, as against the 40,112 of its nearest competitor.

THE printing business heretofore conducted under the name of "The Barta Press, Louis Barta, proprietor," Boston, Mass., has been incorporated, the name of The Barta Press being retained by the corporation. Mr. Barta, as treasurer and general manager, continues to be the active head of the company. He also holds a large majority of the stock, and the control of The Barta Press will, therefore, remain in his hands, where it has been for the past twenty-five years.

INTERESTED in the success of the Boer War show on the Fair grounds at St. Louis, some of the exposition officials recently called on Capt. A. W. Wells and E. Sherman Danby, manager and press agent of that enterprise, asking them what means of advertising had been adopted. The reply was that this exhibition has, from the first, used display advertising in newspapers throughout the country. As a result the show has been turning hundreds of people away during months when the attendance at the Fair itself was meager.

THE novice can never believe in the value of simplicity, but sits up nights inventing clever ways of saying things. The longer he writes advertising, however, the more clearly he sees the value of being simple. Small words and few are comprehended by poorly educated readers and admired by the literate.

THE Los Angeles *Times* now has a personally conducted party of seventy-five persons en route to the World's Fair and the East. A month is to be occupied with a trip which includes a week in St. Louis and visits to Rocky Mountain scenic resorts, Chicago, Kansas City, Buffalo, Niagara Falls, New York, Washington, Fredericksburg, Richmond, Atlanta, New Orleans, El Paso and the City of Mexico.

THE Saginaw, Mich., *Evening News* had an average daily circulation of 7,879 copies during August in the city of Saginaw alone, and a total average of 14,497 copies daily. It is said that Saginaw may be completely covered with 8,500 samples or circulars by distributors, this number allowing one to each home in the city limits. The *News's* city circulation is nearly equal to one copy for every home, and its outside circulation is nearly equal to covering another city the size of Saginaw.

WHILE Mr. George P. Rowell was not the first to establish an advertising agency in the United States, he was the first to make a marked success of the advertising agency business, and may well be accorded the title of "Dean of the Advertising Business." Mr. Rowell entered the field as a general advertising agent in 1865. With no precedent to follow, he wrought out the principles of the business, and his methods are generally used to-day by both publishers and advertising agents. In 1869 Mr. Rowell established the American Newspaper Directory and in 1888

PRINTERS' INK.—Judicious Advertising.

A CHANGE of rate is announced for the Butterick Trio beginning with the January issue. The *Delineator* price is \$5 an agate line, or \$1,700 a page. For the *Delineator*, *Designer* and *New Idea Woman's Magazine* the combination rate is \$6.65 an agate line, or \$2,390 a page.

FORTY-NINE guests, chiefly prominent advertisers, sat down to a pleasant dinner at the Hotel Manhattan, New York, on September 23, the object being to discuss the International Advertising Association. President Carlisle was toastmaster, and speeches were made by Secretary Murray, Mr. Brampton, of the American Cereal Co.; Mr. Fredericks, of Scott & Bowne; Mr. Bobbs, of the Bobbs-Merrill Co.; Mr. Conné, of Saks & Co., Mr. Thayer, of *Everybody's Magazine*; Messrs. Binner, Lucien Swift and Starke.

THE time is not far distant when no reputable advertising agency will publish or back an advertising magazine which looks to the advertising mediums for support. A journal issued by an advertising agency must always be looked upon as more or less biased. The comment on mediums in the greater number of advertising journals is biased to a very great extent by the amount of business these mediums are willing to give to the advertising journal. An agency after securing a vast amount of space in various publications on an exchange basis will naturally feel inclined to sell this space to its clients, in spite of the fact that this space may not be best adapted to the client's purpose. So the advertiser is really the one to suffer the most. There is no doubt that an advertising agency with an advertising journal can exchange much space with good and bad mediums, yet every one knows that the space they secure is never used by themselves, but is sold to advertisers. This is the worst part of the proposition, and the phase which will in time eliminate all journals of this class.—*American Advertiser*.

THE daily average of the *Pittsburg Post* for the month of August was 59,760, and the Sunday average 63,905. This represents a steady, normal growth from the previous year. The *Post* was sixty-two years old on September 10, and celebrated with a folder showing the various buildings and presses it has had since 1842.

THE St. Louis *Star* has undergone quite a number of changes and improvements since Mr. Geo. H. Clements became general manager. The make-up and contents of both daily and Sunday have been greatly improved, and that the changes are being appreciated is evidenced in an increasing circulation and a greater volume of advertising. Mr. Clements has secured an able corps of capable assistants to head the various departments, and his executive management is showing fruitful results through all departments of the paper.

THE Natural Food Company, of Niagara Falls, after considering an unusually large number of agency propositions to conduct the Shredded Wheat advertising campaign for 1905, made an arrangement on September 14, quite unusual in the annals of advertising contracts. The advertising committee and directors, after carefully going over all the plans and copy submitted, finally concluded that the general plan of publicity and placing facilities proffered by the Frank Presbrey Company were the most efficient and satisfactory, while the copy and designs submitted by the George Ethridge Company were the most forceful and attractive. A contract was entered into which obtains for the Natural Food Company what amounts to the composite service of both these organizations; the Ethridge Company preparing all copy and designs and the Frank Presbrey Company executing the plans and placing. The appropriation of the Natural Food Company for the coming year will be more than double what it was for last year.

THE Burlington, Ia., *Gazette* has appointed R. J. Shannon, 150 Nassau Street, New York, their Eastern representative.

THE Atlanta *News* is a little over two years old, and now states an average circulation of 26,547 copies in the Roll of Honor. It prints almost a page of real estate advertising daily, against less than 300 lines a year ago, and has such national advertisers as American Tobacco Co., National Biscuit, Royal Baking Powder, Dr. Kilmer, Hood's, Centaur, Munyon, Potter, Dr. Pierce, Lydia Pinkham, Carter's, Foster Milburn, Swift's Specific, etc. In Atlanta and suburbs there are said to be only 15,000 homes of white people. The *News*, it is claimed, reaches 12,000 of them.

At the recent meeting of the Associated Press in New York City the following officers were elected: President, Frank B. Noyes; first vice-president, Charles H. Taylor, Sr.; second vice-president, H. H. Cabaniss; secretary, Melville E. Stone; assistant secretary, Charles S. Diehl, and treasurer, Valentine P. Snyder. The Executive Board is made up of Whitelaw Reid, Victor F. Lawson, C. W. Knapp, F. B. Noyes and C. H. Grasty, together with the general manager, assistant general manager and the general counsel, F. B. Jennings, New York. The Board of Directors is as follows: Frank B. Noyes, *Chicago Record-Herald*; Charles W. Knapp, *St. Louis Republican*; M. H. de Young, *San Francisco Chronicle*; Albert J. Barr, *Pittsburg Post*; Clark Howell, *Atlanta Constitution*; William R. Nelson, *Kansas City Star*; Whitelaw Reid, *New York Tribune*; W. L. McLean, *Philadelphia Bulletin*; George Thompson, *St. Paul Dispatch*; Charles H. Grasty, *Baltimore Evening News*; Victor Lawson, *Chicago News*; Harvey W. Scott, *Portland Oregonian*; Thomas G. Rapier, *New Orleans Picayune*; Herman Ridder, *New York Staats-Zeitung*; and Albert P. Langtry, *Springfield (Mass.) Union*.

THE Charlotte, N. C., *Observer* wants a specialist who can write copy for a fire insurance company.

THROUGH an error, the process of cleaning woolen blankets, rugs, etc., described on page 38 of PRINTERS' INK for September 7 was connected with Goodhart's Laundry, Chicago. This process is controlled exclusively by Goodhart & Company, 68 Ogden Place, that city, a concern of wool cleaners and finishers, in no way connected with the laundry business. The process has been extensively advertised in Chicago dailies and through literature.

Subscription canvassers will be interested in the offer made on page 31 of this issue wherein cash prizes of one hundred, seventy-five, fifty and twenty-five dollars are paid to those who turn in the largest number of paid-in-advance yearly subscriptions to PRINTERS' INK, between now and the 31st day of December, 1904.

At the special rate of two dollars for an annual subscription, half of which goes to the canvasser as commission, and the above cash prizes in addition, it would seem that some bright young men that are hustlers had a fine chance to make a tidy sum of money by selling a publication which thousands of up-to-date merchants and retailers ought to read.

Collier's will have a special political number October 22, appearing just before the election and treating national issues in its characteristic neutral but vigorous way. The political editorials in *Collier's* this summer have created a demand for such a special.

A FEATURE of the Kansas City *World* during the recent convention of the National Association of Laundrymen in that city was a full page, made up of advertisements of Kansas City laundrymen, welcoming the delegates to the city.

A BOOKLET from the pen of "Crowquill," printed on yellow paper of a deep hue, is sent out by the Ralston Realty Co., San Diego, Cal. This well-known writer of publicity describes the company's lots at University Heights, near that city, in language that isn't exactly temperate, but probably readers will conclude that even language is big in wonderful California, and glean the truth between the adjectives.

THE advertising force of the Curtis Publishing Company was entertained at the conservatory of the Natural Food Company, Niagara Falls, on September 23. An interesting souvenir of the occasion was a burlesque magazine in semblance of the *Ladies' Home Journal* and *Saturday Evening Post*. Besides the menu, this contained amusing Shredded Wheat ads and parodies on the articles of Edward Bok, while the cover was a caricature of the October cover of the *Ladies' Home Journal*. E. F. Olmsted, advertising manager of Shredded Wheat, was host and toastmaster, and was presented with a diamond scarf pin by the staffs of the two magazines. Those present were Mr. and Mrs. C. D. Spaulding, Mr. and Mrs. Stanley Clague, Mr. and Mrs. Geo. W. Tyron, Mr. and Mrs. T. F. Meyer, Mr. and Mrs. Geo. F. Howard, Mr. and Mrs. E. W. Spaulding, Geo. B. Balton, Mr. and Mrs. A. B. Hitchcock, Mr. Hitchcock, Mr. and Mrs. E. W. Hazen, Mr. and Mrs. C. F. Lamb, Mr. and Mrs. William Boyd, George Ethridge, Joseph G. Kitchell, Mr. Blackman, George C. Kirk, Mr. and Mrs. R. H. Henssler, T. C. O'Brien, and Mr. and Mrs. E. F. Olmsted, W. E. Sprague, Mr. and Mrs. H. W. McBean, R. F. Meek, Mr. and Mrs. E. T. Williams.

A MAP of Indiana sent out by the Star League papers gives some interesting data about the three cities in which this trio is published. Indianapolis is the center of more than 500 miles of interurban railroads, and has grown over sixty per cent in population from 1890 to 1900. The last census gave Terre Haute fourth place in Indiana, but it is now estimated to be the second city, with a population of 50,000. It has 442 manufacturing industries, with an annual pay roll of \$3,500,000, and 250,000 people live within thirty miles of its center. The population of Muncie increased eighty-five per cent from 1890 to 1900, and is now estimated to be 32,000. The census for this year gives Muncie a greater gain than is shown by any other town in the State. Indiana ranks first in the manufacture of glass and tin plate, nearly \$6,000,000 being paid out annually in glass manufacture alone. From 1890 to 1900 the value of the glass production of the State increased nearly 400 per cent, and during the same period the value of iron and steel products increased over 300 per cent. The last annual report shows that 1,875 manufacturing establishments paid out \$45,000,000 in wages during 1901, and the value of the output during the same period was \$220,000,000. Indiana has 20,000,000 acres of farm lands of which nearly 70 per cent are under cultivation, with less than 2 per cent waste land. In 1902 there were raised in Indiana 180,000,000 bushels of corn; 54,000,000 bushels of oats and 44,000,000 bushels of wheat. The corn production increased 113 per cent during ten years, from 1890 to 1900. One fifth of the entire State is underlaid with bituminous coal, workable veins being found in nineteen counties. 5,000,000 tons were mined in 1901.

SOMETHING IN STORE FOR BOSTON.

The chief center of advertising interest in Boston to-day is a large hole in the ground at Washington and Essex streets. About the first of next year, if all goes well, this excavation will be the basement of Henry Siegel's new department store. Boston has long lacked a departmental house conducted along the lines of those so successful in all other American cities. Advertising in harmony with the new establishment will follow, as a matter of course, and it is predicted that the new order of things must work great changes in Boston merchandising and Boston daily papers.

Nobody seems to have a good explanation of Boston's lack of department stores, or of the insignificant amount of advertising done by the few houses that correspond to the big retail marts of New York, Philadelphia, Chicago and dozens of smaller metropolitan cities. An examination of the Hub's daily papers during a week when the dailies of other cities were carrying full-page and half-page announcements of household goods for fall furnishing, showed an interesting state of affairs. There is no firm in Boston that uses as much as a page a day, nor a half or quarter-page. In no Boston paper on any day of that week did the advertising of all the large retail stores aggregate as much as a page on any one day in any single paper, and in some of them the aggregate for the whole week, barring Sunday, was not a page. Friday appears to be a day of heavy selling in the Hub, and the Thursday papers carry what is probably looked upon as prodigal waste of advertising by those who live under the sacred codfish. But beside the showing of retail publicity in the *Chicago News*, *Tribune* and *Record-Herald*, the *New York World*, *Journal*, *Telegram* and *Herald*, the *Philadelphia Bulletin*, *Record*, *Telegraph*, *Inquirer* and *Press*, that of Boston is meager. A reader of the Boston papers really thinks in the era before department stores. On Sun-

days there is a slight increase of retail advertising. One firm, the R. H. White Company, using a page. This high-class store, with the Jordan Marsh Co., seem to lead in Boston advertising, the latter store using ads aggregating three or four columns several times a week. Houghton & Dutton, the large popular price store, use ads that are small compared with those of the Siegel-Cooper Co., the Fourteenth Street Store, A. M. Rothschild Co., Lit Bros., Gimbel Bros., Shellenberg's and other well-known stores of the same class. Among other advertisers during the week were the Gilchrist Co., Pitts Kimball Co., R. H. Stearns & Co., Wm. Filene's Sons Co., Conrad's, O'Callaghan's, Gross & Strauss, Shepard Norwell Co., Butler's and Pray's.

The new Siegel store is situated out of Boston's retail district, abutting directly on Chinatown. The intention is to draw trade to this district by means of advertising. With the experience of twenty years in Chicago and New York it is more than probable that Mr. Siegel will carry out his intention. When the Siegel-Cooper store was opened in Chicago it was situated in much the same way. On its south lay the slums. In fact, they still come right up to its Congress street entrance. But between the north entrance and what was the southern boundary of Chicago's former retail district, have grown up a line of stores in which millions of dollars worth of business is done annually. Advertising created them.

Boston has a population of 2,000,000 people within its natural retail radius. There may be something in the theory, persistently clung to, that Boston people are different from those who inhabit the remainder of the country. On the department store question they are different. But will they remain so? The new Siegel store and its advertising will tell.

NINE fall and winter models of the Crawford Shoe are shown in a handsome booklet for dealers, with specimens of advertising helps furnished by the makers, the Charles A. Eaton Co., Brockton, Mass.

WEEKLY AD CONTEST.

TWENTY-NINTH WEEK.

In response to the weekly ad contest forty-nine advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed

viz.: Any reader may send in an ad which he or she notices in any periodical for entry. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated.

Your Hog Money



The Difference

between your hogs in "fair" condition and the same hogs in really good condition is about 40 pounds a head in weight and 20c a hundred in price—a difference of between \$2 and \$3 a head. That difference represents a large part of your profit. You can make that difference and get that profit at very small cost; increasing the weight, improving the condition, perfecting the finish, shortening the fattening period, without feeding a single peck more corn, by the sensible use of

STANDARD STOCK FOOD

The Standard of all Stock Foods. There is no question about it. Thousands of hog raisers are doing it every year. Standard Stock Food helps the hog get more good out of the feed you feed. It will pay you big—not only for hogs but for every animal on your place. Standard Stock Food, added to the regular ration, will help you get more beef, pork, mutton, milk, muscle, growth, finish, condition, or whatever you are feeding for, and will do it better, sooner and cheaper than any other stock food. "It makes stock thrive." Why not investigate for yourself?

Send
for
Free Book

We have an agency with one dealer in each town. If you do not know who our agent is, write us. Do not take an imitation—get genuine Standard.

Ask your dealer for Standard Poultry Food and take no other.

It makes hens lay.

Our Dr. Sanborn will reply free to all questions concerning care and treatment of live stock in health and disease.

Send to-day for Free Offer. If you have never used Standard Stock Food and will try it, tell us how much stock you have and we will make you a special free trial offer, which will surely interest you.
THE F. E. SANBORN CO., 1502 Howard St., Omaha, Neb.

best of all submitted. It was sent in by Philip R. Coghlan, 4435 Sidney Ave., Chicago, and it appeared in the September 14, 1904, issue of the Chicago *Breeders' Gazette*. A coupon was mailed to Mr. Coghlan as provided in the conditions which govern this contest,

A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should be preferably announcements of some retail business.

Is the Subscription Price of PRINTERS' INK TOO HIGH?

The Little Schoolmaster is often assured that its annual subscription price of **Five Dollars** is too high for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in larger numbers were the price reduced—especially so among the smaller merchants and young men and women who interest themselves in the art of advertising.

It should be borne in mind that the production of a weekly journal like PRINTERS' INK involves a good deal of expense, and while there are those who would be willing to pay even a higher price annually than is charged now, it is probably equally true that to many the present price appears as a tax which they think too high.

PRINTERS' INK is willing to give this question a practical test. From this day until December 31, 1904, the annual subscription price to PRINTERS' INK is reduced to

\$2.00 CASH

and hence annual subscriptions may be had for that price for any number of years, **if prepaid** on or before December 31, 1904. Trial subscriptions for six months will be accepted for **One Dollar** within the same time limit.

Present subscribers may extend their subscriptions at the above rate (\$2.00 per year) for any length of time they care to prepay for Now.

Large firms, publishers and proprietors of advertising schools, who wish to subscribe for the Little Schoolmaster for the benefit of retailers, local advertisers and pupils, may communicate with the business manager of "Printers' Ink" for special club rates.

Here is an opportunity to secure the best advertising journal in the world which no man or firm or newspaper publisher can afford to overlook. PRINTERS' INK educates and develops advertisers, and no single factor in this country has done so much as the Little Schoolmaster to make American advertising what it is to-day.

TO CANVASSERS:

Canvassers who wish to take up the subscription sales of PRINTERS' INK at the above rates will be allowed 50 per cent commission on every paid-in-advance order they send in, either annual or semi-annual. And above the commission stated the following inducements are offered: Cash prizes as below will be paid on January 10, 1905, to the canvassers who have sent in the largest number of annual paid-in-advance subscriptions.

\$100 for the largest number. **\$75** for the second largest number. **\$50** for the third largest number. **\$25** for the fourth largest number.

A canvasser is any person who takes the work in hand and sends in the cash for not less than three subscriptions, minus the 50 per cent commission.

This offer is only good for the time stated and no longer.
Address, with check,

**CHAS. J. ZINGG, Business Manager,
"Printers' Ink," 10 Spruce Street, New York.**

September 28, 1904.

A VALUABLE MAN.

WILLIAM H. LANDVOIGT,
Counselor at Law,
53 Kellogg Building,

WASHINGTON, D. C., Sept. 16, 1904.

Editor of PRINTERS' INK:

I noticed in a recent issue of your valuable publication an elaborate "write-up" of the Publishers' Bureau of Information, which was recently started in this city with the idea of keeping publishers posted as to the rulings of the Postoffice Department in matters affecting the second class of mail matter, and also with a view to representing publishers before the Department who either desired to secure the "second class mailing privilege," or who having been granted it were affected by some deflection from the rules which the Department from time to time applies to "second class publications."

In this connection I wish to say that having resigned the position of Superintendent of the Classification Division, in the Postoffice Department, where these matters are considered, and being thoroughly familiar with the postal laws and regulations, as well as the peculiar methods of practice there, and knowing both the strength and the weakness of the Department upon every question which has arisen in the past, I feel that I am qualified to represent publishers in all matters pertaining to the second class of mail matter in a more efficient and satisfactory manner than any one else outside the Department. Indeed my special knowledge and experience in handling these questions myself gives me a somewhat unique advantage over any other person now engaged in the same line of work. Bearing in mind your own expensive and may I not say exasperating experience with the Department, you will perhaps recognize the value my services may possess for the publisher who is in trouble with the Department on account of his publication, and be good enough to bear me in mind when referring your friends to persons or concerns as counsel to represent them before the Postoffice Department.

Often, in the case of new applications, publications are denied admission to the second class of mail matter as "designed primarily for advertising purposes," or "for free circulation," or "for circulation at nominal rates," when by a slight modification of their text or their methods the defect might be entirely remedied. The Department will tell a publisher, in general terms, why he cannot have the second class mailing privilege, but it will never tell him what he can do to entitle his publication to it. This is my special field; and I know of no competitor in it.

Furthermore, publishers whose publications have already been admitted to the second class of mail matter often have their entire issues held up for some alleged defect—technical in character and easily remediable. An inexperienced adviser would never know how to advise them and provide the proper remedy. I know of no one outside the Department who is so well qualified for this service as myself. Not, understand me, because I possess a special gift from

Heaven to enable me to do it, but because of the intimate knowledge I have of the subject, gained while dealing with these matters as the head of the Division which has jurisdiction over them.

The Financier, The Financial and Commercial Chronicle, and other leading publications of your city are indebted to me for suggestions to their counsel, when I was Superintendent of the Classification Division, which relieved them from sore embarrassment and permitted them to continue the publication of important parts of their publications which otherwise would have had to be abandoned, or else mailed at the third class rate of postage.

I am not trying to tell you all I know; but simply to put your valuable publication in the possession of knowledge which may serve to guard it from misleading publishers who, like yourselves, have had, or are having, trouble with the "genius of the Postoffice Department as applied to the second class mail question." Yours sincerely,

W. H. LANDVOIGT.

Advertisements.

Advertisements two lines or more without display
30 cents a line. Must be handed in one
week in advance. Display type may
be used if desired.

WANTS.

WANTED—Solicitor, all large towns, for a
representative trade paper. Liberal com.
AMERICAN HORSE OWNER, Chicago.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 588 Main St., Springfield, Mass.

BUSINESS-BRINGING young advertising manager; prominent concern; will devote half time to concern, \$15 to start. Address "HIGH GRADE," 42 Prospect St., Elizabeth, N. J.

WANTED—Advertisement writer on high-class trade weekly. Good position for competent and reliable young man. Address, stating experience and references, "H.," care P. I.

AMBITIOUS young man (?) desires position as assistant in advertising department of a good magazine. Two years' experience. Good stenographer. Address "A," care Printers' Ink.

MECHANIC-PRINTER ADVERTISING MAN—Ever feel the lack of technical printing knowledge? "Concerning Type" will put you wise. 50c. postpaid. A. S. CARNELL, 187 W. 100th St., N. Y.

NEWSPAPER advg. mgr. (30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P. I.

A GENTLEMAN controlling a large printing plant, modern equipment, handling a good grade of Commercial Work (half tones especially), would like to communicate with party who has the placing of large contracts. "C. B. A.," Printers' Ink.

PUBLISHER—Practical man (under 40), with over 30 years' experience in publishing line, thoroughly familiar with all details of printing and publishing business, is open for proposition from first-class publication. "FIRST CLASS," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WOULD consider a proposition to manage a printing office. Have had large experience as an employing printer, both inside and on the road. Would be especially strong where an increase in volume of business is desired. Address "POMEROY," care Printers' Ink.

IDEA factory for rent. Two young men—practical, experienced, knowing the business from devil to manager—want place on live newspaper seeking big immediate increase in display advertising. With the right paper we can sign every desirable prospect. "L. F.," care P. I.

A **ADWRITER.**
\$40 to \$50 a Week.
We want a capable, high-grade adwriter, who has had experience in agency work. Call or write, submitting samples. Address Managing Editor, BEN. B. HAMPTON CO., 7 West 23d St., New York.

A **YOUNG** man, with best of newspaper experience, both editorial and mechanical end, would like to manage a weekly or take charge of a newspaper and job office in a good-sized town. Strictly temperate. Address
A. J. TOWNER,
Canisteo, N. Y.

T **TO JOB PRINTERS.**
If you are not getting all the work your territory should produce, write us. We can supply the munitions of war to bring the results you want—if someone has not already contracted for them in your town.
Particulars free.
E. ST. ELMO LEWIS, Inc.,
518 Walnut Street,
Philadelphia.

DOUBLE YOUR INCOME—Establish a profitable Mail-Order Business, at a trifling cost, by our system. Can be conducted evenings or spare hours. Great opportunity for Advertising Men. We furnish complete outfit, catalogues, stationery, advertising, etc., supplying merchandise as orders come in. Exceptional line mail-order goods. Stamp for catalogue, prospectus, etc. CHICAGO SPECIALTY CO. (est. 1885), Chicago, Ill.

A **OPPORTUNITY** for you—Many men fail to succeed through lack of opportunity. We lack the right men to fill hundreds of high-grade opportunities now on our lists. We have Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year, which must be filled at once. If you want to better your condition write for plan and booklet. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

Y **OUNG MEN AND WOMEN**
of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

W **ANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL, Advertising and Business Expert,
82 Temple Court, New York.

ADDRESSES FOR SALE.
5,000 **FRESH NAMES N. Y.** farmers, \$1.
CLARK & CO., Kenmore, N. Y.

NEWSPAPER BROKER.
FOR SALE—Daily and weekly in Illinois city 17,000, for \$30,000, pays 20 per cent; half interest in daily in Alabama city for \$10,000, clearing \$125 a week. Write me for paying propositions. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

NEWSPAPER HALF-TONES.
\$23, 75c; \$34, \$1; \$43, \$1.50.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks.
BAIRD MFG. CO., 20 Michigan St., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. **PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave.,** Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 800-page list price illustrated catalogue, published annually, 3rd issue now ready; free. **S. F. MYERS CO.,** 45w, 48-50 55 Maiden Lane, N. Y.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C. O.). 253 Broadway, New York.

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you!
WE CAN TEACH YOU to read people like open books—to know their characters, talents, strong and weak points.
TAKES ONLY TEN WEEKS and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult forces. Based on physiology and accepted sciences.
IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. I. and sample pages will come.

SCHOOL OF HUMAN NATURE,
Athens, Ga.

RUBBER STAMPS.

RUBBER STAMPS.—SEND ME your address and firm name, with 25c. postage stamp, and I will send you a two line Rubber Stamp, with pad, and my illustrated catalog of type styles, postpaid. **HORDER, 149½** Washington St., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CIRCULATION.

100,000 **GUARANTEED CIRCULATION** for only 25c. a line, if order is entered at once, before rates advance. **VICK'S FAMILY MAGAZINE,** Rochester, N. Y.

PHOTO-ENGRAVING.

PRINTING plates of real estate maps or fine booklet half-tones. **STANDARD, 61** Ann St., New York.

IMITATION TYPEWRITTEN LETTERS.
IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTC. CO.,** 518 Broadway, Toledo, Ohio.

RIBBOTYPES.

Ribbotype Coupon Book, \$2, containing 5 coupons for the best typewriter ribbon made. This is 40 cents each for a good ribbon. A fresh ribbon mailed to you just when needed. **CLARK & ZUGALLA, 100** Gold St., N. Y.

MAIL ORDER BUSINESS.

MAIL-ORDER business wants to be posted on propositions concerning line. Mediums send samples and rates. "L. & H.," care of P. I.

SIGNS.

- E**verlasting Paint-Printed Signs.
The Sam Hoke Sign Shops, New York.
- 100** double-faced Wood Signs, 1x3 ft., 75c.
The Sam Hoke Sign Shops, New York.
- 15** C. for 1,000 Tin Signs, 30x25.
The Sam Hoke Sign Shops, New York.
- 1** C. for 10,000 Tin Signs, 4x10.
The Sam Hoke Sign Shops, New York.
- 11** C. for 1,000 Muslin Signs, 2x5 ft.
The Sam Hoke Sign Shops, New York.
- 5** each 50 Steel Signs, 5x8, framed.
The Sam Hoke Sign Shops, New York.
- 5,000** Steel Signs, 12x12, framed, 90c.
The Sam Hoke Sign Shops, New York.
- \$1.50** for 500 framed Wood Signs, 14x10.
The Sam Hoke Sign Shops, New York.
- 500** Muslin Signs, 3x18 feet, seamless, 80c.
The Sam Hoke Sign Shops, New York.
- 630** West 52d St. (N. R.).
The Sam Hoke Sign Shops, New York.

PRINTING.

Printing at reasonable prices. MERIT PRESS, Bethlehem, Pa.

Long Runs of small work (12x18 largest) solicited for automatic feed press. Way-down figures. FINK & SON, 5th, above Chestnut, Philadelphia.

Letter Headings and Circulars printed by special machinery. If you order 5,000 or more, get our prices; on small orders others can do as well. KING, 100 William St., N. Y.

DECORATED TIN BOXES.

The appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vase-line boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

POSTAL CARDS.

Prices and samples of post cards Write STANDARD, 61 Ann Street, N. Y.

LUXURIOUS SMOKING.

FRENCH'S MIXTURE is the highest grade Smoking Tobacco manufactured. A superb blend of finest and most carefully selected ripe and perfectly cured North Carolina leaf.

Fragrant, deliciously mild and never bites the tongue. There is no Smoking Tobacco manufactured that can compare with it. Can't be bought from dealers—sold direct from factory to smoker. Large Sample Package for 10 cents in silver or stamps. Booklet and prices upon request.

FRENCH TOBACCO CO.,
Statesville, N. C.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair St., Cleveland, O.

LABELS.

Cork Top and other fancy labels at bottom figures. FINK & SON, Printers, 5th St., above Chestnut, Philadelphia.

MAIL ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest importations and domestic novelties, watches, plated jewelry cutlery and optical goods—wholesale only. SINGER BROS., 88 Bowery, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (60). 253 Broadway, New York.

ADVERTISING NOVELTIES.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, 90c. "Little Traveler" catalogue, 4c. THE SOLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor signs. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. PULVERCO., Rochester, N. Y.

FINEST Black Seal Grain Match Case, with Emery Scratcher. A useful Advertising Novelty. Sample 10 cents. EDWIN W. HOWARD, Triangle Building, Rochester, N. Y., Manufacturer of Leather Specialties.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADVERTISING CLOCKS—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 20 Michigan St., Chicago.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK BATHAWAY'S C'RN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

Good Printing at Reasonable Prices

Long runs or short runs, elegant half-tone work, finest of type displays. We don't mind the size of your order. Address PRINTERS' INK PRESS, 45-47 Rose St., New York.

Novelties Wanted.

I BUY FOR CASH, in large quantities, any ORIGINAL counter-selling novelty, mechanical or medicinal, adapted to foreign drug trade. No advertising necessary. Quick, clean business. Reference: Publisher "Printers' Ink." Show me your samples and quotations.

WM. A. RICHARDSON,
34 Central Street,
Boston, Mass.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.
1,000 for \$3. 10,000, \$30. Any printing.
Acme Coin Mailer Co., Ft. Madison, Ia.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturer. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
 Rittenhouse Bldg., Phila.

PUBLISHING BUSINESS OPPORTUNITIES.

SPLENDID BUSINESS OPPORTUNITY.
 In thriving town of 4,000 inhabitants. Now has three newspaper offices. Two can be combined at moderate cost, making large, fully equipped plant, large circulation and splendid patronage all worked up. Business men stand ready to subscribe liberally to stock in corporation to purchase and consolidate. Wanted—An energetic, wide-awake young man, with some money, strong references and newspaper experience to take hold of project and manage the consolidated paper. Address "OPPORTUNITY," care Printers' Ink.

A SUCCESSFUL periodical publisher is made this way:
 He gets the right idea,
 He publishes something different,
 And he does it hard.
 Here is a program for you:
 Come and talk with me;
 Bring backbone, muscle, money;
 Decide upon an invigorating field
 Not already properly covered.
 Buy therein an undeveloped paper,
 Shape it up on modern lines,
 Work and think vigorously the first few years
 Till your paper well fills the requirements
 Of a clearly defined field
 And ceases to fear competition.
 When appreciated by readers and advertisers
 You will rejoice in your strength,
 And become as rich as you ought to be.
 I have helped others get there—I can help you
 If you will do your part.
 I study the publishing situation;
 That is my business.
 That's one reason why those buying of me
 Are so generally successful.
 For two heads are better than one.
 I handle publishing properly only.
 And take great satisfaction in helping
 My clients to get the right thing.
 EMERSON F. HARRIS,
 Broker in Publishing Property,
 233 Broadway, New York.

REAL ESTATE.

WE CAN SELL your property for cash and do it quickly. We have offices in more than 800 towns and cities. Write us at once. **CENTRAL ASSOCIATION, La Grange, Ind.**

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR, Bethlehem, Pa.**

GIVE good results. "23 Business Bringers." **THE RELIGIOUS PRESS ASS'N, Phila., Pa.**

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 233 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE EVANGEL has subscribers in nearly every State and fourteen foreign countries; 20c. a copy. 1141 Connelld Bldg., Scranton, Pa.

THE TROY RECORD gives wants circulation 1,133 homes daily (average for 1905) in Troy and Central Miami County, Ohio. Thirty words, one week or less, 25c.; each extra word, 1c.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

SHOW window instruction! Full course of lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.**

YOUR AD in 98 large monthly Magazines and Newspapers with 300,000 circulation. Only 18c. a line. Send cash, or write for list.
SOUTHERN ADVERTISING CO.,
 Follocksville, N. C.

CHARTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 35,000 circulation guaranteed, proven; 150,000 readers. Best medium South for mail-order and general advertising. Rate, 20 cents a line for keyed ads. No proof, no pay.

THE New York Insurance Journal

Established 1862. Circulates in every State of the U. S. and every country of the world. Limited amount of advertisement matter accepted.

ST. GEORGE KEMPSON, Editor,
 5 & 7 Dey St., New York.

ZANESVILLE, OHIO,
 AND
THE ZANESVILLE SIGNAL.

Zanesville, Ohio, is one of the prosperous little cities of the Buckeye State. It has a population of 30,000, and its county (Muskingum) has 60,000 population. Zanesville's industries are varied: clay, iron, steel, wool, glass. Several hundred thousand dollars are paid out each month in wages.

Zanesville is located 60 miles east of Columbus and 150 west of Pittsburg. The Columbus and Pittsburg papers do not reach the Southeastern territory to any considerable extent, but the Zanesville **SIGNAL** does. The **SIGNAL** has agents in 64 towns and gives particular attention to the news of Southeastern Ohio. It also has the full service of the Associated Press. It gives splendid results to advertisers.

THE ZANESVILLE SIGNAL,
 James R. Alexander, Publisher,
 Zanesville, Ohio.

ADVERTISEMENTS WANTED.

HARDWARE DEALER'S MAGAZINE. Circulation 17,000 (©). 263 Broadway, New York.

MAIL ORDER.

FARM NEWS FOR DAILIES.

Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. THE ASSOCIATED FARM PRESS (Incorporated), 118 Dearborn Street, Chicago; 15 Wall St., New York.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

FOR SALE.

FOR SALE—One job press and line of type nearly new. For further particulars write C. V. DAUGHERTY, Onslow, Iowa.

BOBBY LETTERS are bright and catchy. Circulation builders. Twenty-five cents. Sample free. J. H. RATHBUN, Sedalia, Mo.

FOR SALE—225 copies of **PRINTERS' INK**, from 1895 up to date; also 70 copies *Brains, AdSense*, etc. All for \$20. Better than instruction in ad school. W. B. FOWELL, Ed. News, Bunker Hill, Ill.

FOR SALE TO SETTLE ESTATE—CONSTITUTIONALIST (country weekly) newspaper and job offices. Established 1868. Successfully run by founder to day of his death, Dec. 29th last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1905, \$2,154.32, and business steadily growing. Equipment away above average country office. Price \$3,000. G. ALLISON HOLLAND, Eminence, Ky.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. FIEDMONT FURNITURE CO., Statesville, N. C.

MAPS.

MAPS—STATE MAPS—RAILROAD MAPS—MAPS OF ANY STATE, giving population towns, express offices, money order offices, etc. 25c. each. 5 for \$1. Money back if dissatisfied. E. Y. HORDER, 149½ Washington St., Chicago.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. H. S. & A. B. LAUEY, Patent and Trade-Mark Experts, Washington, D. C.

POINTS FOR PRINTERS—“Full of happy ideas and good values.” “Compact, complete manual for printers and advertisers. Fits vest pocket; 25c. postpaid. W. L. BLOCHER, Lytton, O.

\$1 **FOR FOUR**—We have made four of the most impressive books ever produced to advertise the Printing Business. They are the finest books we know how to make. They will interest every user of good printing. “Four Kings of Men” is the latest, and one chapter is devoted to a description of yourself. The price of these books is \$1 each. Our offers to you, if accepted before October 1, 1904, is the Four Books for \$1 (express prepaid), provided you are a buyer of printing and will write on your own printed stationery. If you are not perfectly satisfied with the purchase after examination, and will return them within five days, charges paid; we will refund your money, and we refer to Printers' Ink as to our responsibility. We are makers of Fine Books, and to those who become purchasers of our printing the \$1 will be deducted from the first order, however small. GRIFFITH STILLINGS PRESS, Boston.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. WALLACE & CO., 29 Murray St., New York; 510 Pontiac Bldg., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALER'S MAGAZINE. Circulation 17,000 (©). 263 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

ELECTROTYPERS.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

PRICE CARDS.

NEATLY designed price cards, 50 cents per 100, \$5.50 per 1,000 assorted, printed on tinted stock. THE BLAIR PTG. CO., Cincinnati, O.

SEND for samples of the handsome price cards we sell at 50 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. THE BIDDLE PRICE CARD CO., 10th and Filbert Streets, Philadelphia.

SUPPLIES.

USE “B. B.” paper on your mimeograph or duplicator. **INK** dries instantly; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

WE sell Bernard's Cold Water Paste to paper hangers, billposters, clipping bureaus, cigar factories—in fact, all kinds of paste users—because it sticks like glue; is clean, convenient and cheap. Write for sample. CHARLES BERNARD, 1508 Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine retards and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'FG CO., Clinton, Ia.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

THE better class of cuts and advertisements for Banks, for retailers. **THE ART LEAGUE** is now at 656 Broadway, New York.

RETAIL ADVERTISING is my specialty. Let me write yours. I can increase your business. **GEORGE I. SERVOSS**, 2835 Wyoming St., St. Louis, Mo.

ADVT. WRITING—nothing more.

Been at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

OUR ads attract, convince and sell—they produce business. Single ads, booklets, catalogues, etc., at reasonable prices. S. M. LARZERE & CO., 114 S. Second St., Philadelphia.

BOOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wants in first letter. AMERICAN PUB. CO., Columbus, O.

MEDICAL Publicity Writer—High-grade technical work for "ethical" advertisers; also unusual, unbacked, interest-compelling booklets, etc., in simple, forceful English. DR. R. M. STERRETT, 551 W. 125d St., New York.

Booklets, 8pp., nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

THE WATKINS COMPANY,
17 Exchange Ave.,
Chicago.

We sell SERVICE THAT SERVES in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of THE QUESTION.
It deals with facts, not theories.

HERE IS A MONEY MAKER.
DO YOU WANT IT!

My cash book shows \$4,617 cash, receipts from an original advertising idea of mine, which has proven a big money getter. Any live man can work it. Unlimited field, strictly honorable and high grade. No interference with present business. I will send sample, full instructions and right to publish under my copyright for \$5. Descriptive circular free.

EMERSON DE FUY, Des Moines, Ia.

IF you were to write me for samples of my work, and look them over leisurely in the quiet of your office, you could quickly determine whether or not "MY" things were sufficiently unlike the usual "run" of such advertising matter as to make YOU feel like ordering something of me. Making people "feel" thus is my only reason for sending out such SAMPLES to those whose seeming interest exceeds the postal card limit. I make CATALOGUES, PRICE LISTS, BOOKLETS, FOLDERS, MAILING SLIPS AND CARDS, NEWSPAPER AND TRADE JOURNAL ADVS., etc., etc. I try hard—very hard—not to make "usual" things, and some think with fair success.

No. 7. FRANCIS I. MAULE, 402 Sansom St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people, save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1898. Place advertising anywhere—magazines, newspapers, trade papers, out-door. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING. 50c. copy; \$2 year.

DISTRICT OF COLUMBIA.

\$5 FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. L. F. DARRELL, ADVERTISING AGENCY, Star Bldg., Wash., D.C.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N.J.

NEW YORK.

O'GORMAN AGENCY, 220 Broadway, N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. L. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

FOLEY & HORNBERGER Advertising Agents, 1208 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

TENNESSEE.

R. A. DAVIS, Springfield, Tenn. Advertisement writing, advising, planning, placing.

GREENWOOD ADVERTISING CO. (Incorporated)—Main Offices, Knoxville, Tennessee. Out-door advertising contracted for throughout the South. Bulletin Printing, Wall Painting, Cut Outs, etc. Distributing, Sign Tacking and Curtain Painting.

CANADA.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us, THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His Scrap Book" is exhausted; Second Edition now on the press. If your name arrives in time, accompanied by Five Red Stamps, copy will be mailed you by

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters, at the "Letter Shop" in the Caxton Block, Chicago.

Why do Retail Jewelers all over the country read the

GOLDSMITH AND SILVERSMITH?

Because it's the only Trade Journal Publishing Gold and Silver Assays of their Goods. There is no better Advertising Medium for the Manufacturing Silver-smith and Jeweler.

Newton Dexter, Editor,
New Haven, Conn.

Calcutta to Bombay

OFFICE OF DESAI BROS.,
BOMBAY, India, Aug. 12, 1904.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Herewith we send you a small order for some of your black inks, which we want to try, and if we find them agreeable to us and suitable to our climate, shall in the future send orders for not less than 250 to 500 lbs. of each.

Yours very truly,

DESAI BROS.

The above order is my first from Bombay, but within the past three months I have shipped three lots to Calcutta, India, aggregating nearly a ton of different grades of inks. My territory grows larger and larger, and I shall not be content until I have secured a foothold in every country in the world. Send for my price list and compare it with what my competitors charge for inks on credit. Money back to dissatisfied customers.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, . . . New York City



Getting After the Retailer

If you are a manufacturer, you should be interested in the best method yet devised for interesting the retailer in your goods, keeping him thoroughly posted as to their superiority and securing orders through the mail.

The most successful manufacturers in all lines of business now use the mails either to take the place of traveling men or to assist the travelers—make their work easier—enable them to sell more goods in less time.

For the fall and winter season you ought to use the Ethridge Mail Drummer System—the most efficient and profitable system of work through the mails yet devised.

It includes a "follow-up"—takes up the time of nobody but an ordinary clerk.

A letter from you will bring full details.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

THE PAPER THAT DOES THINGS.

The 3 St. Louis Stars

The Daily Star (Evening)



has a clientele not reached by any other St. Louis evening newspaper—it goes into the best homes—is clean, bright, newsy, a family newspaper.

The Sunday Star



equally clean, bright, newsy, with colored comic, handsome half-tone magazine section, pink sporting part, etc., is the ideal family paper for Sunday.

The Semi-Weekly Star

(Every Tuesday and Friday)



the great family paper for the American home, read by progressive farmers and residents of country towns and villages—latest news, magazine features, women and household matters, entertaining short stories, practical agricultural department, reliable market reports, half-tone illustrations.

For Rates, Sample Copies, Etc., Address

The St. Louis Star

Phone 6759 Cortlandt. **WM. T. BLAINE,** Phone 5135 Central.

41 PARK ROW, (SPECIAL AGENCY) TRIBUNE BUILDING,
New York, Foreign Advertising Manager. Chicago.
W. F. DUNN, Western Mgr.

Papers That "Make Good" to the Advertiser.

BILLBOARD ADVERTISING

*by the outdoor advertising department of the
Ben. B. Hampton Co., 7 West 22nd St., New York.*

There are just two parts to a thoroughly live poster—the design and the catchline. The latter is the eyeful of reading matter that must tell the whole story. Being few, the words on a poster must make up in convincing force what they lack in detailed description.

A good poster catchline is a suggestive thing in the hands of an able poster designer. But sometimes the able designer gets a weak catchline, while the strong catchline falls into the hands of an artist incapable of bringing out its possibilities. That, perhaps, is why a good combination is seldom found on the boards. As a rule, however, there are more good phrases than good designs. The absence of a good design is usually due to a false idea of economy than to scarcity of competent poster artists.

You can't make city people stop in the street to read your poster ad. That is possible only in the country, where the circus bill weaves its spell over a more leisurely people. The point of the poster for city display must be "seen at a glance." The design tells some of the story. The catchline tells the rest and makes the point so strong that a definite impression is carried away.

The catchline must be terse, complete as an argument. It ought to have either an alliterative ring or be couched in novel phraseology. "First Over the Bars" is an example of an effective line, fitting the commodity, Hunter Rye, and carried further by the figure of the leaping horseman. The design in this case tends to keep the catchline alive in the memory. One suggests the other, and both rise in the memory when either is mentioned. Both are inseparable from the commodity, and must, therefore, have high advertising value. Any attempt at explanation

on the poster as to why Hunter Rye is "First Over the Bars" would not be superfluous, but weakening to the whole argument. The poster doesn't argue at all. It simply states. Its results are indirect, yet sure. There is no greater gap between the poster and an actual purchase than between the purchase and the newspaper ad.

The design on a poster must be as compact as the catchline. Out along the suburban roads can be seen posters of small advertisers that are not only filled up with fine type arguments, indecipherable at a distance, but which attempt to demonstrate how a sewing machine works by means of small pictures, or to show the lining, stiffening, etc., that go to the shaping of a coat. These designs are scattered all over the poster. Nothing stands out so that it can be seen at a glance, and even if the poster could be read at short range, and in a leisurely way, it would bore the reader to death. There is no point—no life.

A poster design should attract first by its vivid but harmonious coloring. Then, having caught the eye, an attempt should be made to catch the memory. You can't do this with a design in which half a dozen different things are scattered over the surface of a twenty-four sheet. You can't do it with lifeless details, like trademarks, or bottles, or packages. The one element that is always sure to interest people is the human. This must be the leading factor in a poster design. "Sunny Jim" is human. So is the Hunter Rye horseman. So is the Wilson highball man. So are the Cascarot figures.

In some instances it is difficult to combine the commodity with a really attractive design. In such cases it is better to trust to the human element and depend upon

it to fix the commodity in the observer's memory, rather than weaken the design in an attempt to connect it with the commodity. The picture of a pretty girl holding out a bottle of hair restorer is lifeless compared to the same girl combing her raven locks. The latter has no direct connection with your particular bottle of hair restorer, but the catchline can supply the missing link, and the combination will accomplish more real advertising in a given period than a more literal but lifeless combination showing the bottle and trademark in detail.

"Sunny Jim's" connection with Force is wholly artificial—foisted on the public by persistence. Yet the two are now inseparable. The Cascade figures have no connection with cathartics. But in connection with the catchline they have been driven into the popular memory until any one of the trio suggests the other two.

The poster appeals to the imagination through the eye. It must have artistic and imaginative qualities. The desire for exactness spoils ninety-nine posters out of every hundred seen on the boards. Lifelike representations of cigars, cartons, etc., appeal to the advertiser when he begins poster work, and it is only in rare instances that he will trust the designer to produce something that is really effective. The *Delineator's* recent posters, showing the likeness of a cheerful mail carrier, with the phrase "Just Get the Delineator," has little connection with that magazine. City people do not receive the *Delineator* through the mails, but associate it with the corner newsstand. But the design attracted by its novelty and humanity. After that the catchline completed a definite thought and the poster's message was delivered right side up with care. How stilted and ineffective in comparison would have been a correct representation of the *Delineator* cover. Yet such a design would have appealed to nine in ten inexperienced poster advertisers.

There is only a brief moment to tell the poster story—by the watch the thing must actually be done in

from five to ten seconds. Of course, a poster has the advantage of repetition not possessed by a newspaper or magazine ad. The latter are seen once before the page is turned over. The poster may be seen several times in the same day. This helps the poster that is not clear at first glance. But the most effective poster is the one that can tell its story in the specified time by the watch. It makes a strong impression through its element of surprise. Such an effect can only be brought about by a happy, memorable catchline, combined with a human, pleasing design. Each must help the other.

NOTES.

A BOOKLET in verse, with colored illustrations, advertises the fountain pens made by L. E. Waterman & Co., New York. Apparently it was designed to interest school children.

A FOLDER advertising the soda fountain at Jones & Collins's drug store, Bismark, N. D., is given up almost wholly to priced lists of beverages, only a foreword being added to explain the modern methods and cleanliness of the store.

THE merits of the Bundy steam trap, made by the A. A. Griffing Iron Company, Jersey City, are treated in a convincing way in a small booklet containing a conversation between drummer and customer. The device is old, but has been utilized admirably.

"NEW MEXICO, the Land of Sunshine" is a piece of follow-up literature used by the Rock Island's immigration bureau, dealing with that territory as a whole and summarizing the climate, soil and advantages of each of its towns. It is a model for State and municipal advertisers.

THE *Business Man's Assistant* is the first number of a little "occasionally" paper issued in the interest of H. D. Snyder, a Philadelphia printer. The form and matter are good, and the idea eternally right from an advertising standpoint. But the name would sink any enterprise. Get a shorter and pithier name.

"A FAIR PRIZE" is the name of a young novel issued by the H. B. Wiggin's Son Co., Bloomfield, N. J., to advertise their woven wallpaper coverings and other decorative textiles. It is a tale of the World's Fair, filling more than sixty pages, and probably containing a business moral. As the firm's products appeal to women the story may have advertising value, but the Little Schoolmaster believes that straightforward advertising argument sells more goods.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

Including the illustration, precisely one-half of this Imperial Oxford Range advertisement is devoted to our great grandmothers. The advertisement commences with the not particularly interesting statement that the old-fashioned bake-oven was the best our grandmothers could get.

Now, it is occasionally both interesting and profitable to make comparisons of the old with the new. It is generally more interesting than valuable, however.

In this case, as in most cases, nothing is gained by going back to the bake-ovens of our great

ground so that we may see how attractive and dainty a figure she made.

This is done in advertisement marked No. 2, in which the same subject is treated in a manner which makes a clearer, simpler and more interesting picture.

* * *

This advertisement of the Cortland Wagon Company is another example of the practice of going back one hundred years for an advertising illustration. The stage-coach of the eighteenth century certainly cuts a poor figure when



The old-fashioned bake-oven was the best our great-grandmothers could get. They baked in it in a kind of a way and were satisfied with it because they knew nothing better. But the modern housewife wastes time and good food when she fails to avail herself of the improvements of the

Imperial Oxford Range

No other range on the market can do the baking this oven does. The oven is kept evenly supplied with fresh super-heated air all the time.

See this range at your dealers or write to us direct.

The Gurney Foundry Co., Limited
 Toronto, Canada

Montreal Winnipeg Vancouver

No. 1

grandmothers. In fact, it is a waste of space. If our great grandmothers were here and on the market for a range, it would be different—but they are not. They have long since gone hence, and the present generation doesn't care for ancient history mixed with its advertising matter.

This space might far better have been utilized in showing the advantages of the Imperial Oxford Range. If, however, it is necessary, for any unknown reason, to show a picture of great grandma and her bake-oven, it is far wiser to bring her down to the fore-



No. 2

compared with the modern vehicle, but, used alone, it does not make the best kind of illustration for a carriage of to-day.

Occasionally there appears an advertisement showing side by side the products of our forefathers as compared with the modern sort, and pictures of this kind often make good advertising. Of course, there is not room for this in a quarter-page magazine space, and it is very doubtful whether it is wise to use up valuable space in this way. It may be said with considerable truth that there is not room enough in a quarter page

space to show an article like a carriage in a satisfactory way. The good points of a vehicle of any kind can hardly be brought out in

ment that ever happened, but the idea is good. It was a mistake to have the headlines, "French's Carriages," in strong black, and the border and silhouette both in a gray tone. If the latter had stood out in strong black, this ad would have made a most excellent appearance.

* * *

This Powers Heat Regulator advertisement presented a good appearance in the magazine in which it appeared, although there is nothing particularly remarkable about it. At the same time it is well balanced and sure to catch the eye. It presents, however, an example



Carriage Character

in its development since the days of the Red Lion Inn, has tended entirely toward a higher standard of quality, luxury and utility, the perfection of which is reproduced in the pictorial catalogue of CORTLAND CARRIAGES. A free brochure which no intending purchaser of any style of carriage can afford to go without.

CORTLAND WAGON CO., Cortland, N. Y.

less space than a full page or a half page at the least, but at the same time the modern touch can be given by an advertisement like

FRENCH'S, SUMMER ST., BOSTON



FRENCH'S CARRIAGES

SUGGESTIONS FOR EARLY AUTUMN

PROPRIETY in designing, exceptional facilities and care in producing, enable us to eliminate the ordinary in our offerings for present selection or early commands.

Victorias (in a series of 5).
Broughams (6 adaptations).
Morning and Station Rockaways (both simple and especially developed).
Driving Phaetons and Wagons (in new studies). All in quality and manners unsurpassed. Catalogs, to old prospective purchasers, upon request.

THE FRENCH CARRIAGE CO.

FRANKLIN F. FRENCH
Designers, Builders, Distributors
SELECT CARRIAGES

92-98 SUMMER ST., BOSTON, MASS.

that of the French Carriage Company, also reproduced here.

This is not the best advertise-



FIGURE THIS OUT

How much can you save if you use $\frac{1}{4}$ less coal this winter?

THE POWERS HEAT REGULATOR

will make this saving if attached to your heating plant, whether steam, hot water or hot air furnace, and will also make your home delightfully comfortable with an even temperature at all times. We will let you try one free. Send for our booklet, it tells all about them.

THE POWERS REGULATOR CO., 34 Dearborn St., Chicago, Ill.

of a common error in advertising display.

The vital point in this advertisement is a saving of one-quarter in coal. This point should have been emphasized as strongly as possible and boldly displayed. It would have made a much better heading than "Figure This Out," and the words, "The Powers Heat Regulator," certainly don't need all the space they occupied. It is a good thing to display the name of an article of this kind, but what it does is far more important than its particular trade name.

It is safe to say the heading

"Saves One-Quarter Your Coal" would have gained for this advertisement thousands of additional interested readers.

We have come to associate Tabard Inn with an excellent plan for the dissemination of improving literature, and it seems strange to find it mixed up in the food business. The advertisement shown here occupies a full page in the current magazines, and apparently offers three square meals a day in tablet

3 Square Meals a day

Square Meals TABLETS

LET good digestion wait on appetite and health on both. So wrote William Shakespeare. The *apocryph* is the thing. That is the idea of these tablets. Taken after breakfast you are downright hungry by lunch time; taken after lunch you are ready by night for a good square dinner. As pleasing to the taste as candy. The best aids to digestion that money and medical science have yet produced. Good complexion, good healthy skin, good nerve, good muscle, good thinking and good cheer are all good results of good appetite. Eat one tablet after that in wet clothes and eat a tablet or two after each meal. Good digestion, good appetite, and good health will follow. *For sale by druggists everywhere in handy boxes at \$2 cents each. A sample box by mail for six 2-cent stamps. Ask your druggist for a sample copy of *The Old Tabor Inn News*.*

Tabor Inn Druggist Specialty Company
JAIL CHESTNUT STREET, PHILADELPHIA

Square Meals a day

Square Meals TABLETS

form. When you come to read it, though, you find that the tablets produce hunger instead of satisfying it, which will appeal to some and not appeal to others.

On another page in the same magazine there appears an advertisement of this same concern offering a white tar soap in seductive terms.

It is a far cry from books to hunger tablets and soap, and this development will be watched with considerable interest.

The ads themselves are distinctly good as to arrangement, display and wording.

Here is an advertisement of the 1900 Washer, which is unusual enough to deserve a little attention. The illustration is good in one re-

spect, for it surely creates the impression that the lady who is doing the washing is finding it a task so easy that it can hardly be called work. She is simply resting—that's all.

The thing about this ad that is peculiar is the large number of words it contains. The story is a short one, but the words are many. The writer in his deep earnestness has written a booklet about the 1900 Washer, and made a mistake in printing the booklet in a maga-

[illegible]

zine ad. The main points of the proposition could be brought out in half the words—probably one-third. The heading is a good one, and it may be that there are a large number of people who will read the story and find it very interesting. It is safe to say, however, that a far larger number will be discouraged by the voluminous copy this ad contains, and pass on to something more brief and inviting.

It is all well enough to be earnest, and it is always desirable to tell the story, but too many words spoil the ad. At the same time it must be said that the ad is very well written and very convincing.

A BRIEF description of the Hotel Majestic, Chicago, touches all the vital points about this thoroughly modern hostelry in an admirable way.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't! Don't advertise that you are selling at cost; it may be true enough, but the truer it is the greater the mistake in saying so in the paper or over the counter. If you advertise to sell at cost, a lot of inquisitive people are going to ask, "What was the regular price?" And then, when you've told them, if there happens to be a wide margin on that particular line, they're going to say, or think, that you're a robber and that, as it is more than likely you make as great or greater profits on your other goods, your prices are too high and yours is a pretty good store to stay away from. If you try to fool them, if you say "cost" when you're selling at a good bit above cost, some of your customers are likely to discover your deception, and some competitor may sell the same line at actual cost, just to show you up for a liar or to make it appear that he buys lower than you do. It is better to sell at a few cents below cost and say "below cost;" or if you want to sell at actual cost, simply say that you've cut prices, printing the regular price and the cut price. That will create plenty of excitement if it's a line on which there is a good profit, and if the goods are at all desirable. Of course, when freights and selling expenses are considered, you are actually selling below cost when you sell at the cost as marked from the jobber's or manufacturer's invoice, and, under such conditions, it is probably fair to advertise that you are selling below cost. Anyhow, don't tell people what your profits are. If you say "below cost" the customer doesn't know how much below, and it is none of his business. And when you do sell at

deeply cut prices, have a good, plausible reason for it. Say that you're doing it just to stir up trade a little, to make more people acquainted with the trading advantages of your store or any better reason that you can think of. As a rule, the real reason is the best one to give, but there may be occasions when it is not desirable to give that reason, and when some other may be given without injustice to your customers or harm to yourself. But avoid removal and rebuilding sales, unless you are really going to move or rebuild, and all such pretenses; because even in a big city where a store's following is constantly changing, such deceptions are bound to re-act and hurt. When you print prices showing a reduction, don't say "worth" so-and-so; print the regular price at which you have been selling right along, and say "regular price." "Worth" might mean what you think you should have asked for the goods or what somebody asks who has to sell at higher prices. If your regular prices are lower than others' regular prices to begin with, by all means say so and prove it if you can, but don't set any fictitious values by saying "worth" so-and-so, when you have never sold at so high a price, for the shopping public, especially the female portion of it, is often wiser than it seems.

AT ACTUAL COST.

For the next two weeks I will sell my entire stock of Screen Doors and Windows at Actual Cost. It is late in the season and they must move to make room for my immense stock of Wall Paper and Cabinet Mantels that is arriving daily. Sole Agent for the Celebrated Mastic Paint. "The kind that lasts."

C. Y. BOGACKI,

Dealer in Sash, Doors and Blinds,

84 Commerce St., Montgomery, Ala.

Phone 330.

Thought the Biggest Ones Always Got Away. It's a Good Ad, Though. *One From a Series of Excellent Dental Ads.*

The Biggest Fish

are always caught with the proper tackle. We sell it. We sell live bait, too.

Sea Rods, split bamboo, \$1 to \$1.50; Greenheart Sea Rods, \$5; Salt Water Outfits, \$3, \$3.50, \$4.50.

Have you our fishing catalogues?

E. K. TRYON, Jr., & CO.,

611 Market Street,
10-12 N. 6th Street,
Philadelphia, Pa.

Another of That Excellent "Thrifty Series."

"Saving Is the First Great Principle of Success."

THRIFT SERIES.

No man can succeed who is constantly hampered by the want of ready money. A savings account is a moral as well as a physical aid to independence.

A dollar is enough to start one.

THE UNION SAVINGS BANK,
Frick Building, Pittsburg.
4 per cent compound interest.

This is Decidedly Out of the Rut and Very Much to the Point.

We Were Out By Your Place the Other Day,

and it strikes us that we saw some wagons and a few idle machines standing around the barn-yard. Of course you know they are there, and you know that the damage to them will cost more than lumber to build new sheds would cost. Then why not have the sheds?

We'll sell you all the shed lumber you want, and make the price way down to the bottom, too.

MORRISTOWN LUMBER COMPANY,

Morristown, Minn.
G. E. Morris, Mgr.

Ever Stop To Realize That Those Second Teeth

that have just grown in your daughter's mouth, want looking after by your dentist at least twice a year? As the girl grows into womanhood, she will value her teeth more and more each year. You are responsible now and if you fail she will never forgive you when a woman. Beauty owes much to pretty, white teeth. Come to these big, busy Dental Parlors, where consultation and advice is given free for the asking.

Open Evenings. Maid in attendance.

NEW YORK DENTAL

PARLORS,

Dr. Alex. McKirgan,

184 Main Street,
Paterson, N. J.

This Man Kinner is Always Enthusiasm About Something and His Enthusiasm is Often Catching.

Tooth Brush Chance.

No one who has teeth can afford to miss the chance we are now offering to get a superior quality 25 or 35 cent tooth brush and a 15 cent bottle of Kinner's Diamond Tooth Powder for the price of the brush alone.

To get these reliable Dupont brushes at our prices—25 and 35 cents—is alone a bargain worthy of your attention; to get in addition a bottle of the best dentifrice on the market, Free, is an opportunity that you should take advantage of even if you have to anticipate your needs a little. Both of these brushes are guaranteed. We replace either with a new brush any time within three months if there is any defect in material or construction, no matter how insignificant.

KINNER & BENJAMIN,

Druggists,
173 Main St., Danbury,
Conn.

Says a Little and Says it Well.

Where's

The man who ever had too many shirts?

Good chance to have more at this Manhattan Sale:

\$3.50 ones, \$2.50; \$3 ones, \$2; \$2.30 ones, \$1.75; \$2 ones, \$1.35; \$1.50 ones, \$1.10.

ROTHSCHILD'S,

On Main at 10th Corner,
Kansas City, Mo.

The Range of Prices Would Occupy No More Space Than "The Cost is Little Enough" and Would Add Something of Value to the Ad.

Bind Your Magazines.

The cost is little enough and the volumes will be a valuable addition to your library.

The work we do in this line is as high-class as our printing—and you know our kind of printing.

H. F. WARD,

Corner Main & Beau.
Washington, Pa.

A Good Line of Talk—Talk That Should Be "Backed to the Limit."

Diamond Talks

Byrd's Diamond Man Discourses on Nicks.

Why are we so particular about showing diamonds? Principally because we are afflicted with that old-fashioned thing called a conscience. We sell nothing but perfect stones, because nicked stones are of uncertain value and we should not like to feel that we had wronged you. Take this stone for example; it is worth not over half what its weight and color should command, all because of these little nicks. We could sell these as "commercially" perfect stones and make a reputation for cheapness by selling them for 25 per cent less than a really perfect stone. But we prefer to sell only perfect stones that have definite value. We will not sacrifice our 63 years of honorable reputation by selling defective stones.

BYRD'S,
Memphis, Tenn.

Here's a Special Sale Hint for Bakers Everywhere.

Sunday's Cake

Two Saturdays ago we started Cake Specials. Sold out. Last Saturday we did the same. Same specials tomorrow. We want everyone to know the goodness of Homestead baking.

Ye Olde Homestead Span-ish Bun, 15c. lb.; Ye Olde Homestead White Mountain Cake, 15c. lb.; Ye Olde Homestead Marble Cake, 15c. lb.

All of them teeming with richness and goodness. Regular 20c. quality. Baked fresh in the Homestead way. Try a trial pound.

THE SCHOCH & SHA-
FER CO.,

1207 Market Street,
Philadelphia, Pa.

*Here's a Hint For You, Mr. Iceman,
Wherever You Are—if Your Ice Will
Stand It.*

Lake Whitney Ice Is Pure.

Analysis by Thomas B.
Osborne, Ph.D.

New Haven Ice Co.,
Gentlemen: My analysis of the three samples of Lake Whitney Ice taken at random from your storehouse, shows them all to be of the same remarkable degree of purity. The water obtained by melting each sample was clear, colorless, without taste or odor, and when analyzed proved to be of surprising purity, being by far the purest water I have ever analyzed. Such Ice could be obtained only by the freezing of very pure water, and indicates the absence of those conditions under which harmful organisms are developed. The Ice is likewise of very superior physical quality, being clear, dense and very free from air, thus rendering its keeping qualities of the highest order.

Yours respectfully,

Thomas B. Osborne, Ph.D.
Consulting and Analytical
Chemist.

NEW HAVEN ICE CO.,
Office 191 Orange St.,
Telephone 378.
New Haven, Conn.

"That's How I Do My Shopping."



¶ The mail-order paper is to the country woman what the department store is to the woman in the city. ¶ The country woman buys things for herself and for her family through the mail. ¶ Put your ad. in

COMFORT

and Uncle Sam will bring you the orders. ¶ You can reach more country women through COMFORT than through any other single paper published. ¶ Ask any advertising agent about COMFORT, or write

W. H. GANNETT, Publisher, Inc.
AUGUSTA, MAINE

New York Office: 707 Temple Court

Chicago Office 1635 Marquette Building